

Action Media Selects Electric Arrow as Ticketing Services Provider for its Automotive Enthusiast Events

Irvine, CA, March 14, 2007 — Action Media Operating LLC, the producer of Hot Import Nights, Nightshift and VIP Auto Fashion events, today announced that it has selected Electric Arrow, Ltd.'s Interactive Ticketing system (www.interactiveticketing.com) as its exclusive provider of online ticketing. Electric Arrow will also be providing online ticketing and car registration services for the National Custom Car Association (NCCA), a sanctioning body and car judging entity that partners with Action Media and other car show promoters. In addition to the automotive sector, Action Media leverages its operating expertise to produce consumer events in other enthusiast sectors such as skiing and boating.

“Electric Arrow’s innovative technologies, customer-centric service and long experience in meeting the needs of other large events, including the New York Auto Show, will provide great value to our customers,” said Craig Nickerson, CEO of the Action Pursuit, Action Media’s parent. “We are delighted they will be handling the fulfillment of our tickets for years to come.”

About Action Media

Action Media, based in Irvine, California, produces Hot Import Nights, NightShift events and VIP Auto Fashion, the largest tuner and sports compact performance auto show series, with 21 events a year throughout the United States attended by more than 400,000 auto enthusiasts. Action Media’s websites –www.hotimportnights.com, www.hincity.com, and www.carandmodel.com – are the largest community sites serving the industry in terms of unique visitors and page views.

The Action Pursuit Group

The Action Pursuit Group (APG) is an operating company of Apprise Enthusiast Media LLC. APG, which is based in Orange County, California, operates publications including *Drag Racer*, *Drifting*, *Diesel World*, *Drive!* and *StreetTrucks* in the automotive segment; *Bow & Arrow Hunting*, *Gun World* and *Knives Illustrated* in the outdoor sports segment; *Victorian Homes*, *Cottages & Bungalows* and *Romantic Homes* in the shelter segment; and *Action Pursuit Games*, *Ultimate Grappling* and *Inside Kung-Fu* in the action enthusiast segment. Apprise Enthusiast Media is a strategic platform of Apprise Media LLC (www.apprisemedia.com), a leading investor in niche media.