

Fight Recession Blues with Free Magazine Subscriptions

Zinio's Read Green Initiative Offers Paperless Editions Worldwide

New York, November 5, 2008—It's an important time to think GREEN. As in money. While environmental sustainability is always at the forefront of the world's consciousness, the green we're talking about also extends to the stuff in your wallet. With a looming recession and extreme stock market volatility, now is the time to keep an eye on every discretionary dollar.

That's why Zinio has developed a program that helps consumers SAVE green—by READING green. In a time when the whole world is pinching pennies, Zinio invites the public to get something for nothing: a free one-year subscription to a magazine of their choice. "There is no better way to demonstrate Zinio's commitment to preserving the high quality editorial we all love and rely on than through The Read Green Initiative," Said Rich Maggiotto, Zinio's President and CEO. "The entire world is experiencing a time of great change. The economy is pushing us to create new and innovative ways to enjoy things we love the most, like our favorite magazines."

Zinio's digital effort, The Read Green Initiative™, is the largest magazine subscription sampling program in history. Zinio has partnered with publishers to provide over 50 million FREE one-year subscriptions digitally to any one of a number of popular titles, including *US News and World Report*, *Readers' Digest*, *Parenting*, *Saveur*, *Men's Journal* and more. All interested readers need to do is visit the website at www.GoReadGreen.com and enter their email address to start enjoying the digital magazines delivered directly to their computer each week or month. This paperless initiative is being selected by many companies' Corporate Responsibility Executives as well to provide cost-effective alternatives to traditional Holiday gifts for clients. The program has many benefits for all parties involved.

Help us spread the word. Zinio key executives are available for interview on this topic. Or click here <<http://www.swirlspace.net/zinio>> to download any of our Read Green Initiative™ widgets to your website or blog, as an easy way to tell everyone you know how they can go green, read green, and save green.