

FINAL RELEASE

Guideposts Taps Format for Digital Development

Agency to Build Overall Digital Strategy for America's Pre-eminent Publisher of Inspirational Books and Magazines

New York, NY - February 22, 2008 - Format, whose clients include *New York Magazine*, *Le Monde*, and *Glamour*, today announced that it has been selected by Guideposts to develop a comprehensive new digital strategy for America's pre-eminent publisher of inspirational books and magazines.

In the engagement, Format will work closely with Guideposts' digital media team to create and execute a comprehensive redevelopment plan for Guideposts' web business, including strategy, interaction and visual design, and production.

"At Guideposts, our goal is to significantly expand our digital presence and we selected Format because we see them as the perfect partner for us in the digital space," says Rocco Martino, Guideposts, Senior Vice President.

"We believe Format will be a tremendous asset in helping extend our leadership position as America's source of hope and inspiration," adds Philip Charles-Pierre, Guideposts Vice President, Digital Media.

"Our goal is to leverage Guideposts' existing brands, for multiple digital platforms, while seamlessly building upon and supporting the incredible success they've achieved with their print properties," says Jeremy Davis, Partner, Format. "Guideposts' publications already inspire an enormous amount of user-generated content and Format is developing a unique strategy to leverage that functionality online. We are also creating an ad-friendly environment for the Guideposts digital portfolio that will appeal to a wide variety of advertisers and sponsors."

About Format

Format specializes in developing customized digital strategies for leading media brands including *New York Magazine*, *New York Times*, *Le Monde*, *Glamour*, and *Prevention*, among others. The agency offers full service capabilities including strategy, design and production. Format's goal is to increase their publishers' revenues in today's constantly changing economic environment. The Format management team, which includes Jeremy Davis, Andrew Lerner and Bob Davidowitz, brings together a unique combination of strategic, product development and publishing experience. Founded in 2006, Format is headquartered in New York City. For more information, please visit format-studio.com.

About Guideposts

Guideposts, a non-profit organization headquartered in Carmel, New York, was co-founded in 1945 by the husband and wife team of Dr. Norman Vincent Peale and Ruth Stafford Peale. Dr. Peale's landmark book, "The Power of Positive Thinking" is an all-time bestseller that has motivated and inspired millions around the world. Guideposts is a trusted and forward-looking force for positive change, helping others by providing life-changing information, products, and services for all in need.

Guideposts is America's pre-eminent publisher of inspirational books and magazines with annual book sales of over 6 million copies and a combined paid magazine circulation of over 4.3 million. The flagship publication is Guideposts magazine, one of America's top 25 largest magazines with a circulation of 2.4 million and a readership of over 8 million. Guideposts Outreach initiatives touch people around the world, meeting the needs of so many with the ability to make a difference in individual's lives during difficult times.

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