



PRESS RELEASE

MIX IT UP Magazine announces the release of its first issue.

Santa Rosa, February 1, 2009: MIX IT UP Magazine is a comprehensive source of information written by young adults for young adults on topics that matter most: health, work, travel, and entertainment. We are a publication dedicated to building confidence, expanding perspectives, and shaping a promising future.

Given the struggling economy and the rough times we all are facing, 2009 will be the year of change and opportunity. That is why MIX IT UP is here to provide young adults with a magazine that caters to them. Young adults don't have a one-stop magazine, with a little something for everyone, both male and female. While there are plenty of magazines out there, none compare to MIX IT UP.

We are unique from other magazines. Besides targeting both genders, we want to interact with our readers. We are a hybrid magazine which means we will be more than just a print magazine. We will plan annual events that will allow us to interact with our readers as well as have an online presence, containing extras and exclusives.

MIX IT UP is breaking the rules and bringing that urban feel to the North Bay and beyond. It is our goal to bring readers what they want.

While MIX IT UP caters to young adults, that does not mean others won't pick it up. We encourage those who are older to write and share their stories. We want to bring people closer. We want to shine light on volunteer programs, NGO's, Non-Profits, and charities. We want to promote awareness, increase community involvement, and encourage environmentally friendly living.

By starting on a local level, we will be able to get involved with our readers and get an understanding of what they are looking for in a magazine. We feel that it's time for young adults to have a magazine that contains real life stories they can relate to.

MIX IT UP is a print magazine that will be distributed in Northern California (San Jose to Chico). We will be releasing our first issue in April and will hold our release party at Upper Fourth in down town Santa Rosa. We have big things planned for the future and we hope you will join us in making them happen.

A handwritten signature in black ink, appearing to read "Ed Taylor".