

MEDIA RELEASE

For Immediate Release: February 8, 2013
Contact: Kathy Randle
Director of Marketing
P 403 232 7720 | E krandle@redpointmedia.ca



ANNOUNCEMENT – WINE ACCESS CEASES PUBLICATION

CALGARY, AB (February 8, 2013) – RedPoint Media Group Inc. today announced it will cease publication of *Wine Access* magazine, along with all associated programs and digital properties, effective immediately.

RedPoint Media Group Inc. President Pete Graves said this decision allows a refocusing of the company's strategy on areas of greater potential growth.

"I would personally like to thank everyone who has contributed over the years to *Wine Access*, whether in its pages, website or newsletters, for their hard work and commitment," Graves said.

"I'd also like to take this opportunity to thank our loyal readers and subscribers for their support. While it's always difficult to say goodbye to a brand, our goal is to focus on our top-performing brands, which are very healthy, and on other strategic endeavours."

The February/March, 2013 issue of *Wine Access* magazine will be the last issue on stands and in circulation. As well, the 2013 Wine Annual (*Wine Traveller*) will not be released.

RedPoint purchased *Wine Access* magazine in the summer of 2004 from a Toronto-based company. Since then, *Wine Access* has established itself as one of the top Canadian wine magazines, attracting some of the most talented writers and wine professionals from across the nation. *Wine Access* also supported the International Value Wine Awards and the Canadian Wine Awards – two awards programs that grew to be two of the most prestigious competitions in North America.

The closure of the magazine and these high-profile but resource-intensive award programs will allow RedPoint to focus its energies on its other consumer magazines, as well as areas of growth in the marketing solutions and custom publishing fields, Graves said. "These are tremendous strengths for our company, and we are excited about the potential to work with clients, readers and our staff to build and reinforce mutually beneficial relationships."

Recognized as one of the largest independent publishing and marketing companies in Canada, RedPoint Media Group Inc. specializes in award-winning consumer and corporate periodical publications, such as *Avenue Calgary* and *Avenue Edmonton*, WestJet's inflight magazine *up!*, and many custom publications. RedPoint has been named one of Alberta's Top Employers each year since 2009, and continuously seeks out the best and the brightest employees to help maintain and build this strong reputation.

###

For media information or to arrange interviews, contact:

Kathy Randle | Director of Marketing
RedPoint Media Group Inc.
T 403.232.7720
krandle@redpointmedia.ca
www.redpointmedia.ca