



New niche publishing firm is established

BONITA SPRINGS, Fla. (April 11, 2003)—Articles of Incorporation for Outgate Media, Inc., were filed today with the Florida Division of Corporations. This event follows two years of research and development, and marks the official establishment of the corporation as it commences production work on a new niche magazine title yet to be announced.

Outgate Media, Inc., is owned and operated by four principals with more than 60 years' collective experience in the publishing and advertising industries.

Wayne Godfrey has been named president and creative director of Outgate Media, Inc. Godfrey's experience in the publishing industry dates back more than 25 years, when as art director he launched *The Roofer* magazine in Fort Myers, Florida. In 1984, he accepted a position as art director with the Dobbs Publishing Group (DPG), where he worked on several titles, including *Mustang Monthly*, *Super Ford*, *Mopar Muscle*, *Musclecar Review* and *Chevy Action*. Godfrey was also an integral member of the founding team of *Jp Magazine* in 1995. Following his tenure at DPG, Godfrey art directed a variety of lifestyle and home design titles in Naples, Florida, and worked as art director for an advertising agency in Fort Myers, Florida.

Rob Reaser has been named publisher and editorial director of Outgate Media, Inc. Reaser is well known in the automotive and outdoor enthusiast markets. He is the former managing editor and editor of *Mustang Monthly* magazine, as well as the founding editor of *Jp Magazine*. Reaser has also written extensively for *Off-Road Adventures*, *Outdoor Life*, *Camping Life* and *Road & Track*, as well as other automotive enthusiast publications. He is co-author of the book *How To Maintain and Repair Your Jeep*. More recently, Reaser launched *Mustang Enthusiast* magazine for Amos Hobby Publishing, and serves as the publishing house's editorial director, overseeing such titles as *Musclecar Enthusiast* and *Pontiac Enthusiast*.

Lisa Godfrey has been named vice president and project manager of Outgate Media, Inc. Godfrey began her career writing for the children's market in the mid-1980s before accepting a position at DPG. There, she served as editor of *Down Memory Lane* and as managing editor of *Musclecar Review*, *Mopar Muscle*, *Mustang Monthly* and *Corvette Fever* magazines. Godfrey was also a member of the founding team of *Jp Magazine*, serving as the title's managing editor. Following her tenure at DPG, Godfrey worked as editor of *Safari* magazine, published by Safari Club International, the world's premier hunting organization. She also has been editor of several lifestyle magazines published by Gulfshore Communications in Naples, Florida, as well as *Traditions*, the signature magazine of the historic Palm Beach hotel The Breakers. Godfrey also worked in the creative department of an advertising agency in Fort Myers, Florida.

Mike LePage has been named IT director and webmaster of Outgate Media, Inc. A computer programmer since 1979, LePage began his career in publishing in 1988 working in the production department of Hathaway Publishing, a regional newspaper company in Massachusetts. In 1991, he and his wife moved to Florida, where he joined DPG as an IT specialist. He administered the company's computer network, instructed the staff in the use of state-of-the-art technology and developed custom database applications. With the dawn of the World Wide Web, LePage managed DPG's initial Internet presence and championed the cause of publishing magazine content to the Web. His work included supporting the advertising, editorial, production and accounting departments.

Their work for the various DPG titles garnered the Outgate Media principals a number of Florida Magazine Association Charlie Awards, including Best Feature and Best New Magazine. Both Godfreys also have received ADDY Awards for their creative work in the advertising industry.



While continuing to draw on their abundant publishing experience, the principals of Outgate Media have sharpened their knives to leverage ever-advancing electronic technology for the benefit and enjoyment of their readers. The unique publishing model created by Outgate Media integrates traditional publishing methods with cutting-edge electronic media. The team is partnering with experts in electronic media fields to ensure only the highest-quality products will bear the Outgate Media name.

They have combined their talents to yet again break into a familiar niche market. For the company's debut publication, they plan to unveil a concept that will give readers a media experience unlike anything available in the market today.

For more information, please visit www.jrations.com.