

PRESS RELEASE

Metro Guide Publishing joins Advocate Printing & Publishing

December 20, 2010 – Metro Guide Publishing has joined forces with long-time partner Advocate Printing & Publishing. These two key publishing companies are coming together to continue to grow their services, products, and readers in Atlantic Canada.

Advocate's new ownership of Metro Guide Publishing follows their longstanding relationship over the last two decades. This partnership maintains the same team and products and adds management depth and experience to both organizations.

"This is an exciting combination that expands and strengthens the range and depth of services both companies offer to clients," said Sean Murray. "This move solidifies a longstanding relationship. Metro Guide has great people and great magazine products. We look forward to working together but also learning from the team. Our clients will benefit from the added bench strength and experience."

After almost 20 years as the Associate Publisher with Metro Guide Publishing, Patty Baxter will continue her leadership, now as Publisher. Sheila Blair-Reid is stepping back from her role and will now serve as a consultant to the organization. Patty assumes responsibility and will continue to lead the outstanding team, client relationships, and publications.

"This is an exciting and natural move for Metro Guide Publishing," said Sheila Blair-Reid. "Advocate has been a partner and mentor. Patty and I, together with our great team, have worked closely with the team at Advocate over the years and on behalf of our clients and readers. We will continue to do this together."

This change ensures access to added strength and depth and management experience for both clients and employees of Advocate and Metro Guide. Advocate and Metro Guide Publishing clients will continue to be served in the Atlantic Canadian market by the team with whom they've always worked.

About Advocate Printing & Publishing

Advocate Printing & Publishing, the largest independent printer in Atlantic Canada, was founded in 1891. Headquartered in Pictou, Nova Scotia, with locations in Nova Scotia and New Brunswick, the company services the Atlantic Provinces, the eastern seaboard and across Canada. The company's clients include Sobeys, *Progress Magazine*, *Saltscapes Magazine*, GNC, Stanfield's, and Clearwater.

In addition to the Pictou location, Advocate Printing & Publishing operates Maritime Press in Moncton, New Brunswick and St. Croix Printing and Publishing in St. Stephen, New Brunswick. As well, the company includes six newspapers, 14 community and trade magazines, a flyer distribution company, a commercial photography studio, creative design studio and a pub in downtown Pictou. The printing business includes production of national flyers, magazines, print collateral such as brochures and business cards, and promotional materials such as in ice signage and banners. For more information visit www.advocateprinting.com

About Metro Guide Publishing

Metro Guide Publishing (MGP) is a leading publishing house in Atlantic Canada producing more than 13 different glossy, full-colour publications, reaching readers in seven market sectors—tourism, business, homes, lifestyle, arts and culture, entertainment, shipping and transportation. All told, we serve more than three million readers. At MGP, our philosophy is to provide top quality publications for our readers, clients and advertisers. Protecting our journalistic integrity and providing exceptional service are paramount.

- 30 -

For more information:

Sean Murray
Advocate Printing & Publishing
Sean@advocateprinting.ns.ca
902-485-1990

Sheila Blair-Reid
Metro Guide Publishing
sblair@metroguide.ca
902- 420-9943