

PRESS RELEASE

Source: HHC Publishing, Inc.

HHC Publishing Announces Ownership Change

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Smooth Transition Lays Groundwork for *Warehouse Club Focus*, *SuperCenter Focus* and the *Warehouse Club Industry Guide* to Continue Tremendous Growth

FOXBORO, Mass., July 24, 2008 – Since beginning operations in 1997, HHC Publishing, Inc. (HHC) has become the leading authority on the warehouse club and supercenter industries. HHC's goal of providing subscribers with critical, relevant and insightful information that helps those readers initiate and grow their warehouse club and supercenter businesses has been realized under the leadership of Michael G. Clayman, president of HHC, and Keith A. Promisel, publisher of HHC.

With HHC's business strong and growing and the *Warehouse Club Focus*, *SuperCenter Focus* and *Warehouse Club Industry Guide* brands firmly established in the retail industry, Promisel has decided the time is right to depart HHC, the company he co-founded with Clayman.

"I have thoroughly enjoyed my career at HHC Publishing. Creating the *Warehouse Club Focus* brand and seeing it become a valuable asset is an achievement I will always be proud of. My responsibilities at HHC Publishing offered me the opportunity to get to know and interact with thousands of subscribers covering a wide variety of fields and interests and I am thankful for those relationships," Promisel said. "My departure reflects a feeling of completion and a need to take my career in new and exciting places and to experience additional challenges."

"HHC Publishing would not be where it is today without Keith. His responsibilities centered on selling HHC Publishing's products and promoting the company. However, Keith was instrumental in developing editorial content, designing our successful seminar program, developing our web site and analyzing company financials." Clayman said. "It is a testament to our business relationship and friendship that Keith leaves HHC as a viable and expanding business. From a professional and personal standpoint, Keith will be greatly missed."

About HHC Publishing, Inc.

HHC Publishing currently sells a line of business-to-business newsletters and books covering the warehouse club and supercenter industries. HHC Publishing also provides customizable warehouse club seminars.

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