



FOR IMMEDIATE RELEASE

**CELEBRITY TASTEMAKERS LAUNCH THEIR OWN LIMITED-
EDITION MAGAZINES: INCREASE ONLINE FAN BASES VIA
NEW “MYMAG” MEDIA PLATFORM**

-- **Brett Ratner, Steve Aoki** and **Olivia Munn** are the first to publish signature issues of **MYMAG** magazine --

NEW YORK CITY, Nov. 4, 2009 — Film and music-video director **Brett Ratner**, Dim Mak Records president and superstar DJ **Steve Aoki**, and supermodel/actress **Olivia Munn** are the first celebrities to create their own exclusive magazines and online “universes” via **MYMAG (mymag.com)**, the new multi-platform media outlet that launches today.

Each limited-edition issue of **MYMAG** has been created by a celebrity tastemaker for distribution to his/her fans in order to share first-person and unfiltered insights on his/her interests and inspirations. **MYMAG** comprises both a glossy print magazine and a Web site — the celebrity’s ever-expanding online “universe” — providing exclusive video, commentary and links. Each issue mixes original content with archived and topical articles, chosen by the celebrity, from publications including *Interview*, *Nylon*, *V*, *Flaunt*, *Urb* and many others.

“Changes in media-consumption habits brought about by new technologies — Twitter, Facebook and MySpace in particular — have significantly



altered the industry landscape, and consumers now expect a much more personalized experience,” says Magnus Greaves, founder and CEO of **MYMAG**. “Yet although celebrity-to-fan communication is easier than ever, celebrities still have no vehicle to acquaint their fans with the more subtle and personally defining elements of their lives. **MYMAG** fills that void — and helps usher the age-old magazine format, at long last, into the twenty-first century.”

Greaves adds, “**MYMAG** will become a platform for tastemakers — popular artists, athletes, businesspeople, politicians, academics — to communicate with their fans in an entirely new way. This will give them a tangible, more personal connection to the people who follow their lives and careers most closely.”

MYMAG is available both online and through select non-traditional retail outlets. To purchase a limited-edition issue of the magazine, readers can log on to **MYMAG.com** , browse through the list of celebrities, then preview and select an issue (\$10), which will arrive via mail.

For publishers, **MYMAG** provides an opportunity to share their content with a much broader audience — a chance to increase their readership even in a fractured media landscape. “Publishers have enthusiastically embraced the concept and are thrilled to have their content selected by world-class tastemakers to be shared with their fans,” Greaves says.



About MYMAG

Founded by publishing-industry veterans **Magnus Greaves** and **Phil Rugile**, along with Creative director **Warren Noronha**, **MYMAG** melds the best aspects of print and online communication to create a new multimedia platform through which celebrities and their most ardent fans can connect.

#

For more media information, contact:

Lisa Hendrickson

516-767-8390

lisa@lchcommunications.com