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Press Release

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BEAR® OFFERS TO HELP DISSAPPOINTED SUBSCRIBERS OF "100% BEEF"

(LAS VEGAS) On July 17, 2010, Bear Omnimedia LLC, the parent company of BEAR® magazine, offered to help fulfill disappointed subscribers of "100% Beef" magazine, which announced earlier that it was discontinuing printing the magazine and would now only offer an online version. "I applaud your decision to attempt to maintain a webzine to mitigate damages to subscribers, but there is nothing like the portability and convenience of a real, tangible, full-color magazine, stuffed with hot images of bearded men," said BEAR® Editor-in-Chief, Steven Wolfe in a letter to "100% Beef" owner and editor, Scott McGillivray.

"While some of your subscribers will roll with this punch, many will feel bitterly disappointed or even betrayed that what they bought will not be delivered," Wolfe said. To mitigate the ill will of subscribers expecting a real magazine from "100% Beef," Bear Omnimedia offered a "win-win" proposition: to give a free copy BEAR® #71, to all current subscribers of "100% Beef" and to provide "100% Beef" subscribers with future issues of BEAR® for the remainder of their subscriptions at cost plus postage. Bear Omnimedia also offered to accommodate all upset "100% Beef" advertisers at promotional rates.

BEAR® is the original, and now the only, magazine dedicated to depicting hot bearded "Bear" men. BEAR® publishes quarterly, in full color, and is the only gay magazine that includes a fold-out "Bear Player" Centerfold.

The BEAR® offer to "100% Beef" expires July 31, 2010. So far, there has been no comment from McGillivray or "100% Beef."

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BEAR® is a subdivision of **Bear Omnimedia LLC**, PO Box 98059, Las Vegas, NV 89193. Please contact Steve Wolfe at steven.wolfe@bearomnimedia.com or call 866-766-0708 or 213-291-1800, or see our website at <http://bearmagazine.com>, for more information.