

For Immediate Release

For more information contact:

Jerry Hill, Circulation Director (727) 893-8157

Ed Cassidy, Marketing Director (727) 893-8141

Anthea Penrose, Public relations manager (727) 893-8461

St. Petersburg Times Joins in Launch of LIFE Magazine

St. Petersburg, FL, Sept. 24, 2004 — The *St. Petersburg Times*, Florida's largest daily newspaper, will join 70 other newspapers nationwide in the biggest magazine launch in Time Inc.'s history, when LIFE is reintroduced to more than 12 million readers October 1.

The other Florida newspapers signed on to carry the weekly LIFE magazine are the *Tallahassee Democrat*, *The Miami Herald*, *El Nuevo Herald*, the *Orlando Sentinel*, the *South Florida Sun-Sentinel* and the *Bradenton Herald*. The *Times* will be the only newspaper in the Tampa Bay area to include LIFE magazine.

As part of its Friday paper, the *Times* will deliver the new weekend magazine version of LIFE to its more than 330,000 subscribers and retail customers.

"We are delighted to join forces with Time Inc. as the newspaper in the Tampa Bay market to carry the new LIFE magazine every week," said Jerry Hill, director of circulation for the *Times*. "We're enthusiastic about the proposed content and believe it will add significant value to a *Times* subscription or Friday single-copy purchase."

The iconic read-and-white logo and dramatic photography will be familiar to the readers who knew LIFE as one of the 20th century's most influential periodicals, but the magazine has been updated to reflect a contemporary feel.

Declaring “She’s Back! (And so are we),” LIFE’s October 1 debut issue features a profile of **Sarah Jessica Parker** as its cover story. Parker reveals that she’ll be working on four new movies and talks about motherhood, marriage, and life after “Sex and the City.”

According to managing editor, **Bill Shapiro**, “LIFE is designed to help people connect: from the images that capture a world of emotions, to tips and ideas to help people make the time they spend with friends and family more special.”

Time Inc. plans a national media campaign to support the roll-out with television, radio, magazine, and web advertising. The *St. Petersburg Times* will complement the national blitz with in-paper, local radio and point of sale promotion.

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