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The Go Green Initiative and Maggwire.com Partner to Modernize Magazine Consumption for over 2 Million Students Worldwide

August 5, 2009 (Pleasanton, CA): The Go Green Initiative and Maggwire.com announced their partnership to modernize magazine consumption for over 2 million students worldwide who are registered with the Go Green Initiative. Maggwire.com provides paperless access to the world's most credible magazine articles, saving trees, time and money.

"I am excited to share Maggwire with our worldwide network of schools, and I believe this one website may have a tremendous impact on both learning and the environment," says Jill Buck, founder and executive director of the Go Green Initiative. "Maggwire provides an eco-friendly, 21st century research tool for students, teachers and parents at a time when access to the highest quality magazine journalism via traditional subscriptions may be out of reach for school libraries and families affected by the economic downturn. Educators who are looking for cost-effective and environmentally responsible resources for their students will be thrilled with Maggwire.com."

Ryan Klenovich, founder of Maggwire, says, "Younger generations are reading professional journalism less and less as they spend increasing amounts of time on social networks, playing video games and watching television. Jian Chai and I started Maggwire because we love magazines, and wanted to help the magazine industry reach the next generation of readers with a fresh, digital experience. Teachers, parents and librarians can offer Maggwire as a tool for students to research numerous topics and even comment on articles to create educational discussion forums."

Magazine industry expert, Samir Husni, a.k.a. Mr. Magazine, welcomes Maggwire as an example of the much needed innovation in the magazine industry. He says Maggwire is, "an ambitious plan that aims to be the target destination for anyone interested in magazines and magazine articles."

About the Go Green Initiative (GGI):

The Go Green Initiative is the world's fastest growing fully comprehensive environmental action plan for schools. By promoting environmental stewardship on campuses from preschools through universities, the GGI works to involve families, businesses and local governments in the common goal of protecting human health through environmental stewardship. Since its inception in July 2002, the Go Green Initiative has been endorsed by the National School Boards Association, National Recycling Coalition, adopted by nine State PTA Boards, implemented in all 50 U.S. states, 14 countries and on 4 continents. The Go Green Initiative has kept more than nine million pounds of recyclables out of the world's landfills, conserved 25.7

million gallons of water, and saved over 55 billion BTUs of energy. These accomplishments were achieved voluntarily, with no mandates or legislation, showing that “going green” is practical and simply makes sense. There are currently over 2.2 million students and teachers in registered Go Green schools.

More information is available online at www.GoGreenInitiative.org.

About Maggwire:

Maggwire's goal is to lead the magazine industry toward a successful digital transformation, and will become the online destination for all your magazine related needs. With over 10,000 magazine titles attracting 200 million American readers, Maggwire makes discovering magazine content a personalized experience. Utilizing social intelligence, our system recommends magazine articles you will enjoy reading from over 650 magazine titles. We are performing the most comprehensive analysis of magazine articles and readership patterns ever attempted. Our purpose is to distinguish high quality journalistic content backed by reputable publishers and eventually provide readers with the ability to purchase premium magazine content online with a single click.

More information is available online at www.maggwire.com.