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**LOGO FOUNDER
MATT FARBER
EXPANDS
WILDERNESS MEDIA & ENTERTAINMENT
TO CREATE FIRST LGBT PORTFOLIO COMPANY**

- **COMPANY TO DEVELOP NEW GAY & LESBIAN BRANDS & PARTNER WITH BEST OF BREED COMPANIES**
- **FARBER PARTNERSHIPS INCLUDE INSTINCT PUBLISHING, AMERICA ONLINE & MTV NETWORKS**
- **UPCOMING / CURRENT INITIATIVES INCLUDE CREATION OF SYNDICATED RADIO PROGRAMMING & TALENT MANAGEMENT**

NEW YORK, NY, June 15, 2005 - President Matt Farber announced plans today for the expansion of **Wilderness Media and Entertainment**. The company, under which Farber founded LOGO, aims to create a portfolio of independent gay and lesbian businesses, brands and media that will work together to support each other in the marketplace and the community. Through the Wilderness portfolio, allied companies that authentically represent the diversity of the Lesbian, Gay, Bisexual & Transgendered (LGBT) community will benefit from enhanced visibility among this audience. The portfolio will include new brands created and operated by Wilderness, along with best of breed companies developing brands in the LGBT arena.

The mission of **Wilderness Media and Entertainment** is not only a business one – to grow a portfolio of profitable businesses that work together to support each other, but also a social one – to enhance the visibility of the LGBT audience by authentically representing the diversity of the community through media and entertainment initiatives. Wilderness Media & Entertainment is intended to be the business “hub” with each of the portfolio initiative “spokes” being the consumer brands.

Research indicates that 15 million adults in the United States currently self-identify as LGBT, an intensely brand loyal demographic with an estimated \$610 billion in annual buying power. **Wilderness Media and Entertainment** strives to reach the LGBT audience through top-tier entertainment, media and business prospects, providing quality outreach and initiatives for its portfolio entities, as well as exceptional offerings to this diverse, growing target audience. “There is pent up demand from the increasingly visible LGBT audience for media and entertainment of our own. Brands that not only authentically represent our individuality, but also include and embrace our friends and family, both gay and straight alike” says Wilderness President Matt Farber. “Just as national media and entertainment brands and businesses have proven successful for the African American and Hispanic American audiences, the increasing visibility of Gay America makes this the perfect time to do the same for the LGBT audience.”

WILDERNESS PARTNERS:

⇒INSTINCT PUBLISHING

Wilderness Media and Entertainment has taken an equity position in **Instinct Publishing, Inc.**, the parent company of Instinct Magazine. **Matt Farber** will serve as an advisor to the company, forging strategic partnerships to enhance brand visibility and expand circulation, creating cross-platform opportunities for advertisers, providing editorial consultation for Instinct Magazine, and exploring additional publishing opportunities for the company.

"Instinct Publishing, which produces the largest American magazine targeted primarily for a gay male readership, feels right at home with Wilderness Media and Entertainment," said J.R. Pratts, Publisher of Instinct. "Matt Farber's leadership, ingenuity and expertise combined with the Wilderness network will further enhance the recognized quality of our magazine. And we look forward bringing Instinct's energy into the Wilderness Media and Entertainment family."

⇒AOL

In its current expansion, **Wilderness Media and Entertainment** is planning to collaborate with **America Online (AOL)** to develop programming targeting the LGBT audience.

⇒MTV NETWORKS

As Founder of LOGO, **Matt Farber** is currently exploring and developing television-programming businesses for the LGBT audience and other underserved markets with MTV Networks. "We're excited to continue our long relationship with Matt Farber," said Judy McGrath, Chairman and CEO of MTV Networks, "The passion and vision he brought to LOGO is something we are eager to continue to tap into as we grow and launch new brands."

UPCOMING/CURRENT WILDERNESS INITIATIVES:

⇒SYNDICATED RADIO PROGRAM

Wilderness Media and Entertainment will produce **TWIST**, a weekly syndicated gay radio show that will broadcast on Sunday nights on terrestrial radio stations in the US and stream on the leading **AOL Radio Network**. **TWIST** will take the format of a "morning show" with music, entertainment, and lifestyle element and segments.

⇒TALENT MANAGEMENT

Wilderness Talent Management will provide a boutique environment for LGBT talent. A select client roster will include top-notch talent with a social mission. Individuals and groups selected to the Talent Management division will enjoy exposure and a promotional platform through the WM&E portfolio. Wilderness Talent Management first signing is Miss Richfield 1981 (aka Russ King), a theatrical act whose popularity with the gay audience has led to being featured on "The Tonight Show" with Jay Leno and NBC's "Today." Miss Richfield's new show "High Hopes, High Hair, Hygiene" is playing in Provincetown this summer and will tour nationally in the fall. Additionally, Wilderness Media & Entertainment has partnered with Optomen Productions to develop the television series "Miss Richfield Saves America".

(3)

About Matt Farber:

Matt Farber is LOGO's Founder and President of Wilderness Media and Entertainment, a portfolio of gay and lesbian media and entertainment initiatives that work together to support each other. Wilderness Media & Entertainment not only creates and operates new gay and lesbian brands in the media and entertainment space, but also partners with other best of breed developing brands.

Farber's creation of Wilderness Media and Entertainment in 2001 facilitated the development of LOGO, the new gay and lesbian network from MTV Networks launching in June 2005. Farber is LOGO's Founder and over the past four years he has acted as Executive Consultant for MTV Networks, spearheading LOGO's development. He has continued in this position, working with MTVN to develop international television opportunities for the LGBT audience. Recently, Farber expanded Wilderness Media and Entertainment's reach beyond television to publishing, radio, the Internet, and talent management.

Before creating Wilderness Media and Entertainment and LOGO, Farber served as President and CEO of Tonos Entertainment, an Internet-based music company founded by music industry luminaries Carole Bayer Sager, David Foster and Kenneth "Babyface" Edmonds. Farber was responsible for overseeing financing, strategic development and operations and was credited with raising over \$17 million in funding during 2000.

From 1991-1999, Farber served in a variety of executive roles while at MTV Networks. Most recently, he served as Executive Vice President for MTV and VH1 Programming Enterprises as well as General Manager for MTV2/The Digital Suite. As Senior Vice President for MTV and VH1 Programming Enterprises, Farber developed and launched a series of initiatives including MTV2, MTV.com and VH1.com, MTV Radio Network and the MTV/VH1 audio business. Farber also oversaw all MTV interactive initiatives including CD-ROMS, videogames and interactive television. Farber began his MTV Networks career as MTV's Vice President of Music Programming where he oversaw development of all music-based programming for MTV.

Before MTV Networks Farber served as the Director of Planning and Special Projects at Arista, where he reported directly to Clive Davis and was involved with key Arista initiatives/artists including Arista's 15th Anniversary, Whitney Houston and Aretha Franklin.

Farber began his career in radio and worked for a variety of East-coast radio outlets including Washington D.C.'s WAVA-FM, Atlanta's WAPW-FM and Philadelphia's WWSH-FM.

Farber graduated Summa Cum Laude from the Wharton School of Business with a B.S. in Economics.