IMAGINE PUBLISHING

For Immediate Release

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Imagine eShop opens for business

UK's fastest growing consumer specialist publisher adds new online ecommerce facilities for its worldwide readers and clients

Imagine Publishing, the company formed by Damian Butt, Mark Kendrick and Steven Boyd in May 2005, has today announced the opening of **www.imagineshop.co.uk**, the company's new eShop facility.

The ImagineShop offers the Imagine's hundreds of thousands of monthly readers the chance to purchase back issues of their favourite Imagine magazines, subscribe online, buy special edition books, and also to order the company's new eMags™, and any other merchandise.

Interactive Media Manager Lee Groombridge said of the ImagineShop:

"I am really happy with the result and I must congratulate my team for all their hard work in creating it in record time. The shop was originally designed and conceived to give us a platform to sell our new eMag™ products, and to provide an easy way for customers to purchase back issues. With the project complete however, the site has already become a one-stop-shop reference archive for the entire Imagine magazine portfolio, as well as an important driver for traffic to our new subscription site – www.imaginesubs.co.uk.

Damian Butt, Managing Director of Imagine added:

"**www.Imagineshop.co.uk** gives us the opportunity to bring innovative new products to market at a relatively low cost and risk, which can only benefit our loyal customers. We will be heavily concentrating on Imagine's online presence in 2007 and the ImagineShop is just the first of many exciting initiatives as we drive our online strategy to the next level and beyond. It's an incredibly exciting time!"

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