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For Immediate Release

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WiesnerMedia Acquires *Pittsburgh Magazine*

Denver-based media group acquires team of top publishing talent and the leading city magazine in a dynamic, family-friendly growth market.

Denver, Colorado and Pittsburgh, Pennsylvania, June 1, 2009 – Family-owned media group WiesnerMedia today completed its acquisition of *Pittsburgh Magazine*, the leading city and regional publication in southwestern Pennsylvania.

“We congratulate the purchaser,” said George Miles, Chief Executive Officer of WQED Multimedia, the seller. “We feel very comfortable that WiesnerMedia will continue to deliver the high levels of quality and excellence that our readers have come to expect. We considered many interested acquirers, but we were most impressed with WiesnerMedia’s commitment to community journalism and to serving this community.”

Included in the sale were *Pittsburgh Weddings*, *Pittsburgh Home & Gardens*, *The Pittsburgh CityGuide*, and the magazine’s annual “Best Restaurants” event. In the transaction, *Pittsburgh Magazine*’s staff will remain in place to lead WiesnerMedia’s expansion plans in Pennsylvania. In addition, WQED’s members and supporters will continue to receive copies of their program guide bound into *Pittsburgh Magazine*.

WQED Multimedia is the oldest community-supported public broadcaster in the country. Over time, its program guide developed into *Pittsburgh Magazine*, the leading monthly publication in its market. In recent months, the station determined that its core mission of providing high quality public broadcasting content could be best achieved by selling the publishing business to a group with greater expertise in print publishing.

New York media investment bank M.C. Alcamo & Co., Inc. acted as financial advisor to WQED Multimedia, the seller, and represented it in negotiations with the purchaser. The firm has been involved in numerous notable transactions in consumer, regional, and national business-to-business media.

“The acquisition was an excellent strategic fit for the buyer from both a portfolio and a personnel perspective,” said Michael Alcamo, President of M.C. Alcamo & Co., Inc. “*Pittsburgh Magazine* and its editorial and sales teams are distinguished leaders in this dynamic market; WiesnerMedia has had a long track record of success in community and regional publishing. We were pleased at the successful outcome for our clients.”

M.C. Alcamo & Co., Inc.

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Mr. Miles added, “WQED wanted to focus on our core segments, and we felt that it was time to bring *Pittsburgh Magazine* to a group that would dedicate the appropriate focus and resources. M.C. Alcamo & Co., Inc. has provided us with important strategic insights, and we were grateful for the firm’s highly professional approach in identifying a buyer. The firm conducted a highly confidential outreach process, and helped us to complete this successful, strategic sale in a timely fashion.”

About WiesnerMedia

Established in 1980, WiesnerMedia, LLC is one of Colorado’s leading independent media companies. Its publication *Colorado Biz* is a 35 year-old publication serving business executives charged with leading their companies’ growth initiatives. WiesnerMedia’s publication *Trucking Times* serves retailers, warehouse distributors, jobbers, and other industry observers in the light-truck and SUV accessory aftermarket. The company’s Custom Publishing Group is acclaimed for producing quality publications, for its customer service and for innovative marketing solutions. For more information, please visit: www.wiesnermedia.com.

About WQED Multimedia

WQED Multimedia creates and distributes quality products and services to engage, inform, educate and entertain the public within its community and around the world. It is the oldest community-supported broadcaster in the United States, and is both a radio and a television broadcaster. WQED-TV is its flagship station. The station went on the air on April 1, 1954 as the country's first community-supported television station after school children went door-to-door to collect \$2 from families to help get the station on the air. Across five decades, WQED has been a leader in producing national programming for the Public Broadcasting Service. The corporation has been consistently devoted to developing, producing and presenting programs and projects of the highest quality, and in recognition has won more than 450 local, national, and international awards for excellence. For more information, please visit: www.wqed.org.

About M.C. Alcamo & Co., Inc.

M.C. Alcamo & Co., Inc. is a New York-based investment banking firm serving the media and information industries. The firm specializes in mergers and acquisitions, workouts and restructurings, and private equity transactions. M.C. Alcamo & Co. Inc. has initiated transactions in regional consumer media, trade publishing, and newspapers. For more information, please visit: www.mcalcamo.com.

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