



April 5, 2010  
For Immediate Release

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## **Babcox Publications, Inc. Acquires *Motorcycle Product News***

*Akron media group adds popular business magazine  
to its portfolio of premier trade publications*

**Akron, Ohio and Madison, Wisconsin. April 5, 2010** – Babcox Publications, Inc., a national leader in trade publishing in automotive and related categories, today announced its acquisition of *Motorcycle Product News*, the leading trade publication for the motorcycle parts market.

New York media investment bank M.C. Alcamo & Co., Inc. acted as financial advisor to Athletic Business Publications, Inc., the seller. M.C. Alcamo & Co., Inc. specializes in national transactions in communications and media, with a focus on television broadcasting, regional, consumer and business media.

Bill Babcox, chairman, president and CEO of Babcox Media Inc. said. “The addition of *MPN* to our lineup of publications will complement and, in some cases, cross over with the many other titles we offer. We are proud to now include this respected motorcycle and powersports publication among our offerings and are pleased to welcome key members of the *MPN* staff to the Babcox Media family.”

Babcox Media, founded in 1920 by Edward S. Babcox, today produces 15 print magazines, as well as e-newsletters and other digital publications, in addition to offering custom publishing services, event media services, market research and list rental services.

*MPN* serves motorcycle and powersports dealers that sell and service the 8.8 million motorcycles in use in the U.S. by focusing on accessories, hard parts and apparel. Recipients of the magazine span the management spectrum – from owners, presidents and partners to parts and sales managers.

In the transaction, *MPN*’s editorial and sales staff will become employees at Babcox.

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“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. “*Motorcycle Product News* and its editorial and sales teams are distinguished leaders in this dynamic industry.”

Peter Brown, president of Athletic Business Publications Inc., the sale of *MPN* to Babcox Media was well-timed to align with a new strategic focus. “This divestiture was pursued in order to allow Athletic Business to concentrate on its core competencies in the sports, recreation, fitness, pool and spa, and wood flooring B-to-B media markets,” Brown said. “As such, we were pleased to learn of Babcox Media’s desire to expand into the powersports market. It is a win-win for all of us.”

“We sought to focus on our core segments, and felt that it was time to bring *Motorcycle Product News* to a media group for whom it would be a core element,” Mr. Brown said. “In the last several years, M.C. Alcamo & Co., Inc. has provided us with industry insights, and we were grateful for the firm’s highly professional approach in identifying a buyer through a limited outreach, and helping us make this strategic sale in a timely fashion.”

#### **About Babcox Publications, Inc.**

Headquartered in Akron, Ohio, Babcox Publications is an 80 year old, family-owned company committed to bringing readers and advertisers the highest levels of quality publications. Babcox owns and publishes nationally recognized, award-winning business-to-business magazines covering virtually every aspect of the automotive aftermarket.

#### **About Athletic Business Publications, Inc.**

Based in Madison, Wisconsin, Athletic Business Publications, Inc. is a specialized publisher of business magazines. Its properties include *Athletic Business*, *Aqua*, and *Hardwood Floors*. Athletic Business Publications’ products provide industry participants with topical news and information, highly targeted and efficient circulation, high quality graphics and editorial, and a range of related marketing solutions.

#### **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.

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