

FOR IMMEDIATE RELEASE

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Sunshine Media, Inc. Announces Agreement to Launch *NDA Today*, a Custom Publication

SCOTTSDALE, AZ November 6, 2007 – Sunshine Media Holding Corporation (Sunshine Media), a leading publisher of locally focused business-to-business magazines covering high impact sectors of the economies of the United States and Canada, announces an agreement to launch *NDA Today*, the official magazine of the National Dental Association (NDA).

The mission of the National Dental Association is to represent the concerns of ethnic minorities in dentistry, to elevate the global oral health concerns of underserved communities, to enhance educational and financial opportunities and public policy awareness, for its members and to recruit under-represented minorities into the profession through advocacy and mentorship. The National Dental Association, aside from its own separate membership, has a Family of Organizations which include the Student National Dental Association (SNDA), the National Dental Assistants' Association (NDAA), the National Dental Hygienists' Association (NDHA), the Auxiliary to the National Dental Association (ANDA), the NDA Foundation (NDAF) and the Undergraduate Student National Dental Association (USNDA).

NDA Today will be a professional publication designed specifically for dental professionals located throughout the United States. *NDA Today* will publish quarterly with an initial circulation rate base of 5,000. Sunshine Media has agreed to work with the National Dental Association as its exclusive publishing company in producing this informational oral health care publication.

"We could not be more pleased that the National Dental Association has chosen Sunshine Media as the publisher of its flagship publication," said Jim Martin, President and Chief Executive Officer of Sunshine Media Holding Corporation. "Each edition of *NDA Today* will include an editorial package consisting of in-depth feature stories on oral health care and dental trends, professional profiles of leading dentists and their local practices, crucial public policy news and columns from top experts in the burgeoning oral health care sector."

"The *NDA Today* collaboration with Sunshine Media affords the National Dental Association new progress on many different fronts: a vehicle for individual members to explore their expertise and advertise their specialties, a publication which expands on the role of the National Dental Association in professional and advocacy arenas, a magazine where Dental Trade partners of the NDA Corporate Roundtable can advertise product and services and an academic, professional component where refereed articles of scientific value can be published," said Dr. Robin R. Daniel, President of the National Dental Association. "The National Dental Association has been searching for such an alliance to serve as a membership benefit and we are pleased that this agreement will fill that void."

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Experienced publishing executive Rodney Harris will coordinate the *NDA Today* sales team. He will also continue in his role as current publisher of Sunshine Media's Maryland Edition of Doctor of Dentistry.

"This new relationship will enable advertisers to promote their industry products and dental care services directly to 5,000 dentists throughout the United States who are associated with the National Dental Association," said Publisher Rodney Harris. "Our advertising solutions will enable advertisers to reach a powerful buying universe and market their companies, their products and their services with frequency to this very important economic sector."

Sunshine Media's corporate headquarters and digital production facility are located in Scottsdale, Arizona, with a state-of-the-art pre-press and Computer-to-Plate (CTP) printing, bindery and distribution facility in Tucson, Arizona. Sunshine Media annually prints over 1,000 local editions and over 3.5 million copies of its seven magazine titles. The company also produces over 1,000 separate editorial reprints each year reaching in excess of four million buying prospects.

For more information about the Sunshine Media and *NDA Today* partnership, please visit www.sunshinemediacom.com or www.ndaonline.org. For more information about advertising opportunities, please contact Rodney Harris, Publisher at rharris@sunshinemediacom.com or at 301-776-5737.

About Sunshine Media

Sunshine Media Inc. a leading publisher of locally focused business-to-business magazines covering high impact sectors of the economies of the United States and Canada. Sunshine Media Inc. publications include Builder/Architect, Commercial Builder/Architect, Doctor of Dentistry, M.D. News, Real Estate Executive, Restaurant Forum and Restaurateur of Arizona. Sunshine Media also publishes MEDICO Interamericano for the Interamerican College of Physicians & Surgeons, SEAA Connector for the Steel Erectors Association of America, VAPA's INSIGHT Journal for the Virginia Academy of Physician Assistants and CAPG Health for the California Association of Physician Groups. In addition, Sunshine Media owns one of America's leading health care custom publishing companies: True North Custom Publishing in Chattanooga, Tennessee. Visit us at www.sunshinemediacom.com and www.truenorthcustom.com.

About The National Dental Association

The National Dental Association (NDA) is the largest and oldest organization of minority oral health in the world and represents more than 10,000 oral health professionals nationally and abroad which include students, hygienists and assistants. Growing in national and political prominence, the NDA is also dedicated to bringing quality continuing education programs, cost saving benefits and products, opportunities for leadership development and communicating issues affecting the dental industry. Our mission of enhancing the oral health of the underserved embraces the philosophy that we must be responsive to the needs of our members in ways that assist them in caring for all populations. Visit us at www.ndaonline.org