



FOR IMMEDIATE RELEASE:

New Active Lifestyle Magazine Selects Infoswell Magazine Website Solution for Dynamic Publication Web Design & Web Site Management - Infoswell provides a custom magazine web design plus the magazine web presence strategies to produce online readership interaction and revenue results for publishers

TEMECULA, CA -- June 23, 2005 -- OC FLAIR magazine has launched its publication's Web site www.OCFLAIR.com with the Infoswell website design and management service. The Orange County (OC), California regional magazine's website will serve as a comprehensive community portal of resources targeted to the magazine's affluent demographic readership. The Infoswell web design and website content management service provides publishers the administration tools and web design to maximize revenue from publication-style websites.

Infoswell's Internet publishing system provides clients a custom web solution without the costs and labor-intensive administration processes associated with traditional software-based web design and web development services. Functions of the OCFLAIR.com website include enhanced feature and story article management, community event calendar, discussion forums, marketplace directory, an online storefront and information for service to magazine print and online advertising programs.

The site will offer readers the ability to participate in forums related to magazine articles about health, fitness, personal care and self-improvement. "The interactive design functions of the Web site will allow us to connect with our readers and provide a depth of discussion that can only benefit our print and online participants," said OC FLAIR's publisher Amorena Cervantes.

As commerce, readership value, growth and publicity are key elements required to advance a publication's efforts on the Internet, the Infoswell platform allows publishers to organize and enhance their existing content online to achieve their marketing and website visitor experience



goals. "Quality content, advertisers, a marketing medium and readers represent the advantages print publishers can easily leverage to control their online niche," said Mark Loeffler, Infoswell's president. Infoswell offers a concept TOUR at their Web site www.infoswell.com to help publishers realize their own online advantages.

About Infoswell

Infoswell (<http://www.infoswell.com>) is located in Temecula, CA and was founded in 2004. Prior to the launch of the new magazine and newspaper website platform, the company designed, developed, and implemented more than 250 web projects ranging from complex database driven e-commerce sites to enterprise class custom online solutions. The Infoswell publisher website content management platform was launched in December 2004.

About OC FLAIR

OC FLAIR, founded in 2004, is privately held by Advantage Mailing Inc. and is located in Orange, California. OC FLAIR magazine is a bi-monthly active lifestyle publication that entertains and informs readers with



diverse articles on the latest fitness, health and beauty trends in Southern California. The magazine's content covers indoor and outdoor recreation for solo and group fitness enthusiasts, both male and female, as well as beauty topics ranging from invasive to non-invasive personal care options with an emphasis on educating readers. OC FLAIR magazine will be available at select hotels, day spas, doctor offices and many other upscale locations with waiting rooms and lobbies in the Orange County area. The magazine will be direct mailed to 92,000 homes to an audience (identified by a lifestyle data list) with self-reported interests in health, fitness, personal care and self-improvement. Subscriptions will be available on OCFLAIR.com as well as through mail order. Single copies are scheduled to arrive at select newsstands in late 2006.

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