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Fundraising Solutions, Inc, a subsidiary of Time Inc., and Girl Scouts of the USA join forces to encourage reading with innovative "It's Reading Time" program

April 14, 2008, New York, NY –Time Inc., publisher of *TIME Magazine* and *TIME For Kids*, today announced its subsidiary, Fundraising Solutions, Inc. (FSI) signed a ground-breaking licensing agreement with Girl Scouts of the USA (GSUSA) to offer a new product sale activity choice for Girl Scout councils.

"It's Reading Time," FSI's magazine subscription program, will offer a comprehensive package of benefits to participating councils. *"It's Reading Time"* offers an easy to shop catalog of the leading magazines at great prices. TFK Smarts, published in partnership with Time For Kids, provides educational mini-magazines filled with activities and learning projects for Girl Scout members.

"FSI's magazine subscription program in fundraising has a long and successful history, making the partnership with Girl Scouts an obvious match," said Brian Wolfe, President of Time Consumer Marketing. As a staunch advocate of literacy and youth education, Time Inc. is working to develop a product sale opportunity that complements GSUSA's mission to build girls of courage, confidence and character who make the world a better place.

"Through product sale activities, Girl Scouts learn valuable leadership skills such as financial literacy, goal-setting and collaboration. We're pleased to be working with Time Inc. and their fundraising division FSI to offer Girl Scout councils a selection of quality products to support this activity," said Barry Horowitz, Vice President and General Manager, Girl Scout Merchandise.

Time Inc.'s portfolio includes the iconic *TIME Magazine*, *Time For Kids*, *People*, *InStyle*, *Real Simple*, *Sports Illustrated*, *Sports Illustrated KIDS*, *Entertainment Weekly*, *MONEY*, *Fortune* and many others. Many of these magazines are leaders and award-winning authorities in their individual news categories. "***It's Reading Time***" is sure to add to GSUSA's pioneering efforts to develop the leadership skills of today's girls.

"***It's Reading Time***" is set to launch in Fall 2008. The magazine subscription offering will be a new product sale activity choice for Girl Scout councils. Time Inc. will work closely with participating Girl Scout councils on all aspects of the program to ensure effective set-up and execution of the program.

About Time Inc.

Time Inc., a Time Warner company, is one of the largest content companies in the world. With 125 magazines, it is the largest magazine publisher in the U.S. and U.K. Each month, one out of every two American adults reads a Time Inc. magazine, and one out of every seven, who are online, visits a company web site (more than 24 million unique visitors). Time Inc.'s popular brands and successful franchises extend to online, television, cable VOD, satellite radio, mobile devices, events and branded products.

About Girl Scouts of the USA

Girl Scouts of the USA is the preeminent organization for and leading authority on girls with 3.6 million girl and adult members. Now in its 96th year, Girl Scouting builds girls of courage, confidence and character, who make the world a better place. The organization strives to serve girls from every corner of the United States and its territories. Girl Scouts of the USA also serves American girls and their classmates attending American or international schools overseas in 90 countries. For more information, visit www.girlscouts.org.

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