

MBIPublishing Company

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MBI Publishing Company Acquires Voyager Press

St. Paul-based MBI Publishing Company announced today its acquisition of Voyager Press, of Stillwater, Minn.

With this transaction, Voyager will become an important and substantial imprint of MBI Publishing Company, adding travel, nature and country living titles to current subjects represented by three existing imprints: Motorbooks (cars, motorcycles and motorsports); Zenith Press (military history, national security and aviation), and MBI (trains, tractors, boats, bicycles and hobbies). Voyager's lead book for fall 2005 is *Surfing USA! An Illustrated History of the Coolest Sport of All Time*, which is joined by several major regional titles, including *California Missions and Presidios*, *Wild Texas*, *Wild Minnesota* and *Wild New York*.

MBI Publishing Company is celebrating its 40th anniversary in 2005. The company publishes 170 books and calendars per year with 1,400 titles in print. Voyager Press was founded in 1972 and publishes 40 new books and calendars each year with 200 titles in print. In addition, both companies serve as exclusive distributors for several publishers; MBI currently represents 25 publishers, while Voyager represents 6.

Randy Roland, MBI Publishing Company president and CEO, is excited about the opportunities presented by the acquisition. "We're very pleased to have Voyager join us – strategically, their publishing program fits well with ours. There is terrific synergy between our strengths in enthusiast categories like cars, motorcycles, trains, rural life and military history, and Voyager's focus on regional, travel and nature titles. Furthermore, Voyager's distribution client list fits well with MBI's distribution partners."

Tom Lebovsky, Voyager Press's publisher, agrees. "It feels really good to pass on a company I've spent so many years building into such capable hands. I'm confident MBI will maintain the tradition of quality publishing Voyager represents; MBI also provides an excellent platform for Voyager to continue to grow and develop."

Lebovsky, who began working for Voyager in 1986, will retire upon completion of the acquisition, as will Voyager's chief financial officer, Jim Heintz. Voyager editorial director Michael Dregni, associate publisher Dave Hohman and managing editor Andrea Rud will take on key leadership roles in the new, combined company.

Not only are MBI and Voyager both prominent Twin Cities' publishing houses, they also have longstanding ties. In addition to Dregni, Hohman, and Rud, several current Voyager employees have previously worked at MBI.

In the combined company, Voyager's employees will be merged into MBI's St. Paul headquarters and its Osceola, Wis. distribution facility. The process of combining the two companies will begin immediately. As of August 1, all Voyager Press orders and correspondence should be sent to the MBI Distribution Center (729 Prospect Avenue, Osceola WI 54020 Phone: 800-458-0454 Fax: 715-294-4448). Offices will be combined by September 1, and the publishers' first combined catalog will launch in Spring 2006.