alive
PUBLISHING GROUP INC.

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FOR IMMEDIATE RELEASE

Alive Publishing Group Inc (*alive*) announces advertising promotions contract with Nikkei Canada Marketing Ltd (Nikkei).

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Effective the September 2010 issue of *alive* Magazine, Nikkei will be prominently advertising their Mikei Red Reishi mushroom capsules in Canada's largest and most well read Natural Health magazine.

For 13 consecutive issues, Nikkei will be running creative for a regionally targeted campaign covering Western Canada. alive Publisher Ryan Benn says "This represents a significant investment from Nikkei into the Natural Health channel, and shows their commitment to drive demand for the Natural Health retailer."

The campaign will create over 3.4MM consumer impressions utilizing *alive*, alive.com, the *alive* newsletter, retailer sampling, and thrive.

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