

FOR IMMEDIATE RELEASE

BEST LIFE

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BEST LIFE MAGAZINE, DELTA AIR LINES & EXECUTIVE MEDIA NETWORK JOIN FORCES TO BRING BUSINESS TRAVELERS THE ULTIMATE AIRPORT LOUNGE EXPERIENCE

Mercedes-Benz, Tommy Bahama, Kendall Jackson and Clarins to Entertain and Indulge Frequent Flyers During the Holiday Season

New York, NY – November 20, 2008—Best Life magazine--the fastest growing men's magazine in the country--will join forces with Delta Air Lines and Executive Media Network to create the ultimate oasis for business travelers during the 2008 holiday season. Best Life, along with its premier sponsors **Mercedes-Benz, Tommy Bahama, Kendall-Jackson and Clarins**, will kick off the Best Life Experience on November 24 at the Delta Crown Room in Terminal 2 at John F. Kennedy (JFK) International Airport. The experience will continue through December 7.

For two weeks, the Best Life Experience at the Delta Crown Room will serve as a relaxing hub for business travelers, offering a stress-free destination featuring a quiet zone massage lounge, flat screen TVs, fashion displays, a wine bar and product sampling. Delta's JFK Crown Room averages 2,750 visitors per week during November and December. Best Life through Executive Media Network's (EMN) exclusive airline VIP Lounge advertising and marketing agreements worked to secure Delta's participation and launch the program at the Delta Crown Room at JFK Airport.

Says Michael Wolfe, Publisher of Best Life magazine, "We are thrilled to collaborate with Delta, the world's largest airline, and our leading sponsors to launch The Best Life Experience at the Delta Crown Room. The Best Life man spends countless hours in the airport during his routine business travel. Our goal is to create an exclusive airport retreat that will allow him to unwind, regroup and recharge."

"Delta's award-winning Crown Room Clubs offers our valued members a comfortable and convenient experience where they can enjoy the many amenities and offerings we have available for them from Wi-Fi to complimentary cocktails and snacks," said Joe Leach, Delta general manager of Product Development – Ground Experience. "Bringing The Best Life Experience to our Delta Crown Room at JFK Airport fits perfectly with our

commitment to offer our members a superior and enjoyable experience every time they visit one of our Crown Room Clubs worldwide.”

Mercedes-Benz will serve as the official automobile sponsor of the Best Life Experience at the Delta Crown Room Club. Throughout the two-week event, guests will experience the Mercedes-Benz 2009 C63 AMG through *AMG-360.com*—an interactive video event offering 360-degree, simulating, real world experiences in cruise, drag race, and hot lap scenarios. On two 30” flat screens, car enthusiasts will be able to take a spin down the Las Vegas Motor Speedway and the Vegas Strip dragging the camera angle anywhere in a spherical video. Realistic C63 AMG exhaust notes are also featured providing a taste of the street and racetrack experience. Guests will also be privy to Mercedes’ trailblazing innovations, the latest model highlights, and exciting developments in automotive technology.

Tommy Bahama signs on as the exclusive apparel sponsor creating a mini-boutique adorned with island-inspired clothing, a putting green and giveaways of free tropical tunes CDs. Tommy Bahama will also provide retail incentives for holiday purchases at Tommy Bahama retailers, nationwide.

Kendall -Jackson, the official wine sponsor of the Best Life Experience, will provide daily wine tastings of its award-winning Vintner’s Reserve throughout the two-week event. Kendall-Jackson’s celebrated food & wine pairing guide will also be available to Delta Crown Room Club visitors.

Clarins, the eco-friendly skincare giant, will sample their men’s skin defense shaving and skincare benefit products in the lounge throughout the two-week event.

“Mercedes-Benz AMG vehicles are a perfect balance between performance, design and exclusivity,” said Rob Allan, U.S. product manager for AMG. “Those that seek out the best life has to offer will have an immediate connection with the AMG brand and lifestyle. The Best Life Experience at the Delta Crown Room can help make these connections and introduce more car enthusiasts to the exhilarating experience of driving an AMG vehicle.”

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About Best Life (www.bestlifeonline.com)

Best Life is the fastest -growing men’s magazine in the country*. Published by Rodale, Inc., Best Life’s mission is to inform, entertain, and guide the successful 35-plus man in managing the issues that truly matter to him—his family, his finances, and his physical and emotional health. With practical and passionate service journalism and imagery that challenges and inspires, Best Life helps men address the ultimate question: How can we better understand our lives, and how can we live them to the fullest? The magazine reaches 2.5 million readers and is published 10 times a year.

About Delta Air Lines

Delta Air Lines is the world's largest airline. From its hubs in Atlanta, Cincinnati, Detroit, Memphis, Minneapolis-St. Paul, New York-JFK, Salt Lake City and Tokyo-Narita, Delta, its NWA subsidiary and Delta Connection carriers offer service to more than 376 destinations worldwide in 66 countries and serve more than 170 million passengers each year. Delta's marketing alliances allow customers to earn and redeem either SkyMiles or WorldPerks on more than 16,000 daily flights offered by SkyTeam and other partners. Delta and its 75,000 worldwide employees are reshaping the aviation industry as the only U.S. airline to offer a full global network. Customers can check in for flights, print boarding passes, check bags and flight status at delta.com.

About Mercedes-Benz USA

Mercedes-Benz USA, headquartered in Montvale, New Jersey, is responsible for the sales, marketing and service of all Mercedes-Benz and Maybach products in the United States. For over forty years, MBUSA has prided itself on its commitment to the customer by providing superior quality luxury vehicles coupled with outstanding customer support. More information on MBUSA and its products can be found on the Internet at www.mbusa.com and www.maybachusa.com.

About Tommy Bahama

Tommy Bahama is a division of the Tommy Bahama Group, a wholly owned subsidiary of Oxford Industries, Inc. (NYSE:OXM). Established in August 1992, with corporate headquarters in New York and Seattle, *Tommy Bahama* is a lifestyle company that defines elegant tropical living with men's and women's sportswear, denim, swimwear, accessories and a complete home furnishings collection. *Tommy Bahama* is available at the country's finest retailers, including Bloomingdale's and Nordstrom, as well as high profile resort locations around the world. There are over seventy *Tommy Bahama's* retail locations across the country. Additional stores will be opening this year. For more information, please visit www.tommybahama.com

About Kendall-Jackson

Kendall-Jackson is one of California's premier family-owned wineries and is celebrating nearly three decades of winemaking excellence. Established in 1982, it has grown to become America's most popular premium wine. Built on time-honored principles of hard work, integrity, an uncompromising desire for quality and the long-term stewardship of the land, Kendall-Jackson takes the high road approach to quality required to grow world-class grapes and produce critically acclaimed wines. Kendall-Jackson believes that outstanding wines can only be made from exceptional fruit. Their Estate Vineyards are found atop cool coastal mountains, rocky ridge tops and rolling hillsides - places where the climate, soil and vine come together to produce remarkable grapes. From these grapes, Kendall-Jackson creates wines that can be relied on to deliver high quality and intense flavor, year after year. Open a bottle tonight and discover for yourself.

About Clarins:

Clarins, a leading authority in skin care, created ClarinsMen to specifically meet the needs of men's skin. ClarinsMen is a range of highly effective skin care products that contains remarkable energizing plant extracts that soothe and promote healthier, younger-looking skin.

About EMN:

Under exclusive marketing agreements with our airline, rail, and hospitality partners, EMN delivers an unmatched concentration of the Affluent and Influential Business Executives, in a relaxed, distraction free environment. EMN's networks include the Airline Club Network (151 lounges and 93 digital screens located in the private executive clubs and first-class lounges of major domestic and international air carriers), the Amtrak Acela Network (4 first class lounges and 50 trains) and our Lifestyle Network (83 digital screens in the Hamptons), reaching an audience of over 4.1 million people and delivering over 20 million monthly impressions. Our audience spends an average of one hour and 41 minutes each time they visit one of our venues, affording you an unparalleled opportunity to market your brand to this elusive audience. EMN delivers you the opportunity for your brand and message to be consumed by Affluent and Influential Business Executives, not merely be exposed to it.