

MEDIA RELEASE

PACIFIC MAGAZINES CONFIRMS NEW ZEALAND PRESENCE

August 31, 2015: Pacific Magazines confirmed today it would continue to publish and distribute *that's life!* in its current format of New Zealand and Australian content and advertising, while the Australian editions of *New Idea* and *Girlfriend* will be distributed in the New Zealand market from October.

This follows the July announcement that the New Zealand licences for *New Idea*, *that's life!* and *Girlfriend* will return to Pacific Magazines on September 30 this year from New Zealand Media Entertainment (NZME).

Peter Zavec said: "*that's life!* remains market leader in its category and we're pleased that it, along with our Australian editions of *Girlfriend* and *New Idea*, will maintain their presence in the New Zealand market.

"The team at NZME has shown dedication and commitment to the brands, as have the exceptional staff who have worked on the titles directly, and we thank them for having been a great partner," Zavec said.

"We are happy that Pacific Magazines will continue to play a part in the vibrant NZ media industry."

New Zealand marketers looking to advertise in *that's life!* can contact Rochelle Thompson, National Business Integration Manager, Advertising, *that's life!* on +61 2 9394 2273.

ENDS

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