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BRAVA MAGAZINE AND MADISON WOMEN'S EXPO ANNOUNCE RELAUNCH

Brava magazine confirms release date of August 1, 2009

Madison, Wis. — *June 15, 2009* — **Brava** magazine, the monthly lifestyle publication dedicated to celebrating the lives of women in south central Wisconsin, announces it will re-launch the popular magazine with a brand new look on August 1, 2009.

Erickson Publishing, LLC, former publisher of **brava** magazine, its sister publication the annual **encore edition** and producer of the Madison Women's Expo suspended operations in April. The fate of the products was unknown. Kristin Erickson, owner of Erickson Publishing, LLC, is happy to have sold the business to a core group of former employees. "I am so proud of the impact **brava** made to our readers, our advertisers and the community as a whole," Erickson says. "It was extremely hard to suspend publication, and I am absolutely thrilled that this team of talented professionals will continue to take the products to new exciting levels. I am delighted to pass the baton to Laura Houlihan." Erickson will also remain working with the team as a consultant.

"The team is assembled and has been working behind the scenes for weeks in the hopes the purchase would go through," says Houlihan, the newly named publisher of the magazine. Houlihan brings to the table her past experience running Skirt Magazine in Jacksonville, Fla., as well as her sales experience at **brava**. "The outpouring of support from our readership and advertisers has been amazing. We couldn't let it die," says Houlihan. "It's like having our family back together."

The Madison Women's Expo, a yearly event produced by **brava** and held the weekend before Thanksgiving in Exhibition Hall at the Alliant Energy Center will also return for its 11th year. Marketing and Events Director, Michelle Page-Alswager, will remain at the helm. "What can I say? Women look forward to this event and exhibitors love the results they get from the thousands of attendees visiting them. It's the perfect tie in — the premier women's magazine in south central Wisconsin, and the best Women's Expo, I'm lucky to be part of both," states Page-Alswager.

For more information, contact Michelle Page-Alswager at (608) 235-3857 or Laura Houlihan at (608) 609-9149 or michelle@bravaenterprises.com.

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encore edition

BRAVA
MAGAZINE

MADISON
women's
expo 