

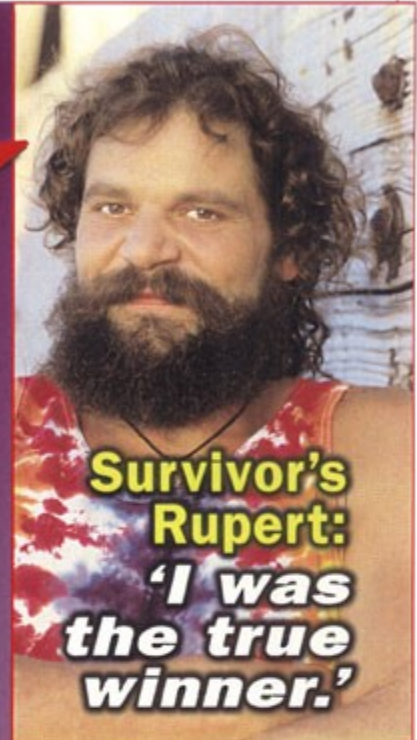
**PREMIERE
ISSUE!**

reality check

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PRIMEDIA Gives Television Viewers a Reality Check with a Newsstand Special Issue Devoted to Reality TV

January 09, 2004 11:24 AM Eastern Standard Time

NEW YORK--(BUSINESS WIRE)--Jan. 9, 2004--PRIMEDIA Inc. (NYSE: PRM), the leading targeted media company, announced today the launch of Reality Check, a new special interest publication devoted entirely to the phenomenon known as reality television. Compiled by the editors of Soap Opera Weekly, America's cutting edge weekly devoted to soaps, this new 48-page publication covers every aspect of the behind-the-scenes drama of reality shows. Featuring exclusive interviews with reality shows' stars and execs, and exposing the scandalous stories left on the cutting room floor, Reality Check will hit newsstands on January 13th.

Lynn Leahey, editorial director for both Soap Opera Digest and Soap Opera Weekly magazines has overseen the development and execution of Reality Check. "The fans have loved the extensive coverage we've given reality television in Weekly's pages. We've now moved to the next step; a magazine that explores the hundreds of stories that come with this new genre - because there's always more to the story than we see on TV."

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Reality Check's Editor-in-Chief Robert Schork says, "Like the tribal council, the viewers have spoken and they can't get enough of reality TV. From Clay Aiken's angelic crooning to Reality TV's biggest scandals, this new magazine is the perfect complement to the fans' viewing experience."

Reality Check's first cover story is The Real Clay Aiken and includes exclusive interviews. Also featured are exclusive interviews with the hosts and previews on 13 new or returning shows. Special Features include: Reality TV's Horror Stories, How To Get on a Reality Show, Reality TV's Biggest Scandals plus a rundown on Reality Stars' latest fashion hits and misses. The issue also includes a special report on How "Real" is Reality TV.

[About PRIMEDIA](#)

PRIMEDIA is the leading targeted media company in the United States, with positions in consumer and business-to-business markets. Our properties deliver content via print as well as video, the Internet and live events and offer highly effective advertising and marketing solutions in some of the most sought after niche markets. With 2002 sales from continuing businesses of \$1.4 billion, PRIMEDIA is the #1 special interest magazine publisher in the U.S. with more than 250 titles. Our well-known brands include Motor Trend, Automobile, Fly Fisherman, Power & Motoryacht, Creating Keepsakes, Ward's Auto World, Registered Rep, Snowboarder, Stereophile, Photographic and Folio. The company is also the #1 publisher and distributor of free consumer guides, including Apartment Guides. PRIMEDIA Television's leading brand is the Channel One Network and About is one of the largest sources of original content on the Internet. PRIMEDIA's stock symbol is NYSE: PRM.

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