



805 Living magazine to be Presenting Media Sponsor at the 2010 Santa Barbara Concours d' Elegance VIP Hospitality Lounge and Masquerade Gala on October 30 and 31 in Santa Barbara, CA

SANTA BARBARA, Calif. (August 9, 2010)-- Stratus Media Group, Inc. is excited to announce a partnership with *805 Living* magazine to be the Presenting Media Sponsor of this year's Concours d'Elegance VIP Hospitality Lounge on Saturday, October 30 and Sunday, October 31 as well as the Masquerade Gala on Saturday, October 30. *805 Living* will feature the Santa Barbara Concours d'Elegance, to be held at the Santa Barbara Polo & Racquet Club, in the September and October issues.

"It's wonderful to have *805 Living* on board to promote this luxury lifestyle event to its 198,000 readers!" said Stratus Media Group's Jamie Schaible, Director of Partnership Development. "With many aspects of this year's events benefiting local charities, it's also exciting to have a media partner donate back to the Concours supported charities a portion of ad rates from Concours and Vino d'Elegance sponsors who publish with them."

"We are pleased to be part of Santa Barbara Concours d'Elegance as we grow our presence in the Santa Barbara market" said Carla J. Blanco, Publisher of *805 Living*. "Concours sponsors who advertise in the September and October issues will generate excitement and additional exposure for their brand leading up to the event. Plus it always feels great to give back to charity. It's a win-win for everyone."

The 24th Santa Barbara Concours d'Elegance will take place this October 29-31 at the Santa Barbara Polo Fields & Racquet Club and will feature the Mille Miglia Salute Road Rally and the Vino d'Elegance Wine Festival. The Santa Barbara Concours is a true luxury lifestyle event that celebrates a unique fusion of vintage, classic and new automobiles, motorcycles, live music, exquisite food and fine wine.

"*805 Living* readers enjoy living the good life so our sponsorship is a first-class fit. The Concours d'Elegance exemplifies characteristics that are key to *805 Living's* success: quality, substance, and style," adds Lynne Andujar, Editor in Chief of *805 Living*.

Jeremy Cable, VP of Motorsports and Car Shows for Stratus Media Group, said, "I am excited about the partnership between Stratus Media Group and *805 Living* for the Santa Barbara Concours d'Elegance as they are a media partner that will reach out to a prime audience of the weekend events. *805 Living* has embraced the Concours as an event they feel is in line with the luxury lifestyle of the central coast, and they bring a great amount of support to the event with their sponsorship."



About 805 Living

805 Living is a high-end monthly regional lifestyle magazine in the 805 area. It combines the best of both worlds: the quality and style of a national publication with locally focused, relevant editorial that highlights the vibrant communities of western Los Angeles, Ventura, and Santa Barbara Counties, from Calabasas to Santa Barbara and beyond. Each month, readers depend on *805 Living* for its exciting mix of home design, style, entertaining, health, recreation, shopping, dining and food, wine and spirits, family, events, travel, and, of course, the extraordinary people who call this unique region of Southern California home. *805 Living's* monthly ABC audited circulation is 25,000, plus *805 Living* is delivering a bonus circulation of 2,000 copies in September and October. Our estimated readership is 198,000*. No other magazine in the 805 is audited by ABC.

*Source for readership numbers McPheters & Co. Audience Lab, 2008

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About Stratus Media Group, Inc.

Headquartered in Santa Barbara, with offices in Los Angeles, Geneva, Switzerland, and Perugia, Italy, Stratus Media Group Inc. (SMDI) is an owner, operator and marketer of live entertainment events and all media rights. In addition, the Company owns Stratus Rewards Visa White Card, an ultra exclusive consumer rewards marketing and redemption program, providing premium redemption benefits to members in the form of VIP event access, luxury trips, private jet travel, luxury automobiles, high-end merchandise and other rewards. www.stratusmediagroup.com.

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