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ELDR MAGAZINE TAKES TOP DESIGN HONORS IN THE 2008 FOLIO: AWARDS

San Francisco, CA (October 6, 2008) — Bold graphics, captivating images and an overall hip, fresh design earned *ELDR* magazine a coveted Gold Ozzie award for “Best Design” in the “New Magazine, Consumer” category. Launched in 2007, *ELDR* is aimed at the active, affluent over 60-set and celebrates the joy of aging.

“There were nearly 400 magazine launches this year, so it is particularly rewarding to be singled out by FOLIO: for this prestigious design award,” said Chad Lewis, CEO, publisher, ELDR Media. “It makes all the sweat, late nights and canceled meetings with media buyers worthwhile.”

As the largest and most prestigious competition in magazine publishing, FOLIO:’s annual Ozzie Awards recognize overall excellence in magazine design. The 2008 competition drew more than 2,800 entries, spanning all magazine categories—from consumer and B-to-B to association/nonprofit and custom publications.

The competition was judged by a panel of more than 100 experts, including editors, publishers, creative directors, webmasters and consultants. The Gold winners were unveiled in Chicago at the annual FOLIO: Show’s Ozzie Awards digital gallery on September 22, 2008. FOLIO: is a monthly magazine devoted to the magazine and publishing industries.

About ELDR Media: ELDR is a media company which seeks to inspire the affluent elder to live a more meaningful life, to celebrate the joys and to navigate the challenges of aging. ELDR is the first media company targeting the 60-plus active and affluent demographic. ELDR was founded by senior housing innovator Chad Lewis and pioneering magazine editor David Bunnell. ELDR Media LLC is headquartered in Berkeley, California. Visit ELDR online at <http://www.eldr.com>.

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