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FOR IMMEDIATE RELEASE

**ICBA RENEWS AD SALES RELATIONSHIP
WITH MSP CUSTOM CONTENT**

**MSP Custom Content to Sell Magazine Ads and Convention
Sponsorships for National Association**

MINNEAPOLIS, Minn. (November 2, 2009) – MSP Custom Content, a division of MSP Communications, was awarded a multi-year contract to sell advertising and sponsorships for the Independent Community Bankers of America (ICBA), the largest banking trade association that exclusively represents our nation’s community banks.

“We are very pleased to have ICBA back as a partner,” said Gary Johnson, president of MSP Communications. “They were a valued client for 13 years and it’s wonderful to be working with them again.”

MSP Custom Content will oversee advertising sales for *ICBA Independent Banker* magazine and the association’s annual Corporate Associate Membership Directory. It will also sell sponsorships for the ICBA National Convention and Techworld and the association’s electronic newsletters.

MSP Communications is one of the largest regional consumer/trade publishers in the nation and the largest in the north central United States. As part of a multi-year contract, MSP Custom Content will oversee advertising sales of ICBA Independent Banker magazine and the association’s annual Corporate Associate Membership Directory. Additionally, MSP will sell sponsorships for ICBA’s annual National Convention and Techworld and the association’s electronic publications.

“ICBA is looking forward to renewing its productive relationship with MSP Custom Content as part of our effort to further expand ICBA’s advertising and sponsorship sales in new directions,” said Karen Tyson, ICBA senior vice president, communications.

About MSP Custom Content

MSP Custom Content is a division of Minneapolis-based MSP Communications, one of the largest publishing companies in the upper Midwest, having published more than 135 consumer, business-to-business and custom publications, supplements and websites since 1978. MSP produces *Mpls.St.Paul Magazine*, *Twin Cities Business*, and publications, e-newsletters and online content for Fortune 250 companies and trade associations including Delta Air Lines (*Sky magazine*), IBM, Teradata, Novell, Do it Best Corp., Minnesota Twins, Sons of Norway and others. For more information, visit www.mspscustomcontent.com.

About ICBA

The Independent Community Bankers of America, the nation's voice for community banks, represents nearly 5,000 community banks of all sizes and charter types throughout the United States and is dedicated exclusively to representing the interests of the community banking industry and the communities and customers we serve. For more information, visit www.icba.org.

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