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FOR IMMEDIATE RELEASE

MSP COMMUNICATIONS SELECTED BY DELTA AIR LINES TO PUBLISH NEW IN-FLIGHT MAGAZINE

Partnership Will Create 25 New Jobs in Minnesota and Pump \$50 Million into Local Economy

MINNEAPOLIS, Minn. (December 9, 2008) – MSP Communications, one of the largest, most well-respected publishing companies in the upper Midwest, has been selected by Delta Air Lines to publish *Sky*, the in-flight magazine for the newly merged Delta and Northwest Airlines.

The agreement to publish *Sky* magazine will inject more than \$50 million into the Minneapolis-area economy over the course of the next five years and create at least 25 new jobs.

"The merger of Northwest into Delta has enabled this opportunity to create 25 new jobs and continue to bolster Minnesota's economy," said Tammy Lee Stanoch, vice president of corporate affairs for Delta. "The selection of MSP Communications reinforces our commitment to making sure that the airline merger has a positive impact on the state of Minnesota."

Delta Air Lines is now the world's largest carrier, offering its passengers a magazine that will be one of the most circulated publications in the world.

"We are honored to be selected by Delta to accomplish the task of reinventing *Sky* and making it a premier publication that will compete with some of the most well-known business and lifestyle magazines in the industry," said Vance Opperman, CEO and owner, MSP Communications.

MSP Communications and Delta will unveil the magazine concept and direction in multiple locations around the country in mid-January, with the first issue appearing on planes in April.

"MSP Communications is an ideal partner for Delta and will help us deliver on our commitment to provide a superior onboard experience for our millions of customers worldwide, including one of the most entertaining and widely-read in-flight magazines available," said Tim Mapes, senior vice president of marketing for Delta.

Additional Minnesota businesses that will benefit from this long-term contract include Brown Printing, based in Waseca, Minn., which will print the magazine and UPM-Blandin paper mill in Grand Rapids, Minn., which will provide the paper for the magazine.

About Delta Air Lines

Delta Air Lines is the world's largest airline. From its hubs in Atlanta, Cincinnati, Detroit, Memphis, Minneapolis-St. Paul, New York-JFK, Salt Lake City and Tokyo-Narita, Delta, its Northwest Airlines subsidiary and Delta Connection carriers offer service to more than 376 destinations worldwide in 66 countries and serve more than 170 million passengers each year. Delta's marketing alliances allow customers to earn and redeem either SkyMiles or WorldPerks on more than 16,000 daily flights offered by SkyTeam and other partners. Delta and its 75,000 worldwide employees are reshaping the aviation industry as the only U.S. airline to offer a full global network. Customers can check in for flights, print boarding passes, check bags and flight status at delta.com.

About MSP Communications

Minneapolis-based MSP Communications, one of the largest publishing companies in the upper Midwest, has published over 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 trade associations and Fortune 250 companies including IBM, Teradata, Novell, Do it Best Hardware, Minnesota Twins, Sons of Norway and others. For more information, visit www.mspcommunications.com.

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