



Contact:

Sara Danzinger
For MSP Custom Content
952-440-6071
sara@mcfarlandcahill.com

FOR IMMEDIATE RELEASE

**MSP CUSTOM CONTENT AWARDED SONS OF NORWAY
VIKING MAGAZINE CONTRACT**

A Nearly Two Decades-Long Partnership Continues

MINNEAPOLIS, Minn. (October 5, 2009) – MSP Custom Content, a division of MSP Communications, one of the largest regional consumer/trade publishers in the nation and the largest in the north central United States, has been retained by Sons of Norway to continue publishing its popular members-only magazine, *Viking*. MSP competed against ten other publishing companies to retain the business.

MSP, which has published more than 215 issues of *Viking* throughout the past 18 years, will continue to manage services related to publishing the magazine including strategy development, art, edit, production and digital extensions. As one of the earliest adapters to new technology in the publishing industry, MSP will also help Sons of Norway address complex issues such as attracting a new, younger audience through multi-media platforms while providing content in a format familiar to loyal members.

"As one of the most popular benefits of Sons of Norway membership, we take the stewardship of *Viking* very seriously and look forward to working with the organization for years to come" said Gary Johnson, president of MSP Communications. "We're honored to continue to receive the trust of this organization and to carry on as publisher of *Viking*,"

Sons of Norway is the world's largest Norwegian-American organization. *Viking*, the organization's flagship communications piece, is sent monthly to Sons of Norway members both domestically and internationally.

"We have worked with MSP for nearly two decades, and what is most impressive with their team is the ability to keep the look of our publication fresh and vibrant while delivering our news and

information in a clear fashion to our members," said Eivind Heiberg, fraternal director, Sons of Norway. "We look forward to our continued partnership."

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 Sons of Norway

Sons of Norway was organized as a fraternal benefit society by 18 Norwegian immigrants in Minneapolis, Minn., on January 16, 1895. The purposes and goals of the founding fathers were to protect the members of the Sons of Norway and their families from the financial hardships experienced during times of sickness or death in the family. Over time, the mission of the Sons of Norway has expanded to include the preservation of Norwegian heritage and culture in our society. In the last century, Sons of Norway has grown to become the largest Norwegian-American organization in the world. For more information, visit www.sonsofnorway.com.

###