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FOR IMMEDIATE RELEASE

MSP Custom Content Retains Contract to Publish Do it Best® *Home*

Home is the In-Store Magazine Found in Do it Best® Stores Across the United States.

MINNEAPOLIS, Minn. (October 12, 2009) – MSP Custom Content, a division of MSP Communications, was awarded a multi-year contract extension to publish *Home* for Do it Best Corp. MSP Communications is one of the largest regional consumer/trade publishers in the nation and the largest in the north central United States.

Home amplifies the core qualities that customers experience every time they walk into their neighborhood Do it Best® store. It showcases the impressive product breadth and fun, fresh, money-saving, do-it-yourself projects that appeal to today's consumer. MSP Custom Content manages all services related to publishing the magazine including strategy development, art, edit, production, circulation services and digital extensions.

"In today's economy, more of us are looking for do-it-yourself inspiration. *Home* provides trusted solutions for common household repairs and weekend warrior projects," said Gary Johnson, president of MSP Communications. "We are thrilled to keep Do it Best Corp. as a client and to help build store traffic and brand loyalty through this customer-and-idea-centric publication."

Do it Best Corp. is made up of 4,100 member-owned stores in the United States and in 47 countries. Online and in-store, Do it Best Corp. carries items ranging from hardware and housewares to automotive and pet supplies. Customers find what they need for any project, activity, event or hobby at their local Do it Best® store.

"*Home* takes readers' values and priorities to heart," said Tim Miller, Retail Marketing Manager, Do it Best Corp. "We look forward to our continued partnership with MSP."

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 Do it Best Corp.

Do it Best Corp. was founded in 1945 as Hardware Wholesalers, Inc. (HWI) in Fort Wayne, Indiana. More than 4,100 independently owned hardware and home improvement retailers are members of Do it Best Corp., the only full-line, full-service buying cooperative in the hardware, lumber and building materials industry. Do it Best Corp. member stores are located throughout the United States and in 47 countries worldwide. For more information, visit www.doitbestcorp.com.

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