



THE PRIVATE JOURNEY

Top International Luxury Brands Celebrate the Launch of The Private Journey Magazine

WEST CALDWELL, N.J., Sept. 24th. Top international luxury brands celebrated the premiere issue of *The Private Journey* magazine last night as Jim Kerwin and Roaring Thunder Media unveiled the magazine at the historic Columbus Citizen's Foundation on New York's Upper East Side. Over 150 luxury brand executives and retailers attended the celebratory event.

Conceived to reach the Ultra-High Net Worth consumer, *The Private Journey* magazine speaks to those individuals who are driven by quality and seek the rare and unique in luxury. Its editorial content captures the conquest of the journey and the spirit of the affluent consumer. Published quarterly, *The Private Journey* will be distributed exclusively onboard private jets in 50 private jet terminals across the United States.

Guests received an advance copy of the premiere issue of *The Private Journey*, which will be available onboard private jets October 1st. Among the premiere issue's distinguished contributing editors are Governor Arnold Schwarzenegger, storied jewelry designer, David Yurman, and acclaimed chef, Andrew Zimmern, who is the host of *Bizarre Foods* on the Travel Channel.

The next issue of *The Private Journey* will be available in January 2011.

About *The Private Journey* Magazine:

The Private Journey was created to reach the Ultra-High Net Worth consumer...those individuals who are driven by quality and seek the rare and the unique in luxury. Each issue features in-depth articles which capture the conquest of the journey and the spirit of the affluent consumer.

About Roaring Thunder Media:

Roaring Thunder Media provides media opportunities in over 100 private jet terminals throughout the United States, Canada, the Caribbean, Europe, Asia and South America. Roaring Thunder Media is at the forefront of this rapidly expanding industry, offering custom-tailored advertising and marketing programs, which encompass back-lit interior and exterior static signage, product placement, catalog distribution, and sampling programs during high profile events and/or high traffic periods throughout the year.

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