

FOR IMMEDIATE RELEASE

CAPG Contacts:

Kris Deutschman or Lura Hawkins, MBA
916-444-8801 213-239-5046
kris@kdcgroup.com lhawkins@capg.org

Sunshine Media, Inc. Contact:

Andrea Hood
Director of Marketing
800-545-2362 x1123
ahood@sunshinemedias.com

Statewide Publication Launched for California's Health Care Purchasers and Largest Professional Association of Physician Groups

Los Angeles, CA – California Association of Physician Groups (CAPG), California's largest physician organization association today announced an agreement with Sunshine Holdings Corporation (Sunshine Media), a leading publisher of locally focused business-to-business magazines covering high-impact sectors of the economies of the United States and Canada, to launch the magazine *CAPG Health*. This is the first statewide publication targeting both the purchasers of health care and the approximately 59,000 physicians who provide care to more than 15 million Californians under the coordinated care model.

"We intend for this to be a "must read" for California's physicians as well as those who pay for health care services," said Donald Crane, President and CEO for CAPG. "*CAPG Health* will showcase health care innovations that can support our physician organizations in their effort to provide world-class patient care. It will also provide an excellent forum for sharing best practices among our member groups and others. We are delighted to connect with this important audience through a high quality publication published by our new partners at Sunshine Media."

CAPG Health is designed specifically for CAPG member organizations and human resource executives at companies of all sizes throughout the state, who are responsible for purchasing health care benefits that are offered to their employees. *CAPG Health* will publish quarterly with an initial circulation rate base of 5,000. Sunshine Media will be the exclusive publishing company partnering with CAPG to produce this informative health care publication.

The mission of CAPG is to help physician groups improve the quality and value of health care for Californians. CAPG represents and supports physician groups that deliver coordinated, comprehensive, clinically integrated health care to their patients. It is the leading trade association and voice of California's physician groups, which serve as the backbone of health care delivery in the state.

"*CAPG Health* is a professional publication focused on today's most critical and timely health care issues and topics, and we could not be more pleased that CAPG has chosen Sunshine Media as the publisher of its flagship publication," said Jim Martin, President and Chief Executive Officer of Sunshine Holdings Corporation. "Each edition of *CAPG Health* will include an editorial package consisting of in-depth feature stories on health care trends, member profiles, crucial news relating to health care initiatives and legislation, as well as columns from top experts in the burgeoning health care sector."

-more-

CAPG Health Launch

Page 2 of 2

Experienced publishing executive Valerie Okunami, currently publisher of Sunshine Media's Sacramento, California edition of *M.D. News*, will lead the *CAPG Health* sales team. She will continue in her role with *M.D. News*.

"This new relationship will enable advertisers to promote their products and health care services directly to purchasers of health care benefits for companies of all sizes throughout California," said Publisher Valerie Okunami. "*CAPG Health* enables advertisers to reach a powerful buying universe and market their companies, their products and their services with frequency."

Established in 1982, Sunshine Holdings Corporation annually publishes over 1,000 unique local magazine editions for brands such as *M.D. News*, *Doctor of Dentistry*, *Builder/Architect* and *Real Estate Executive* magazines, and over 1,000 discrete reprint marketing programs within its network of seven publication titles and over 180 local market publishers. The company's divisional operations include Sunshine Media, Inc. in Scottsdale, AZ, Sunshine Media Printing, Inc., in Tucson, AZ, and True North Custom Publishing, Inc., in Chattanooga, TN, America's largest custom health care publishing company.

For more information about the *CAPG Health* partnership, please visit www.capg.org or www.sunshinemediacom.com.

About CAPG

The California Association of Physician Groups (CAPG) is a professional association committed to improving health care for Californians. Based in Los Angeles and Sacramento, California, CAPG membership is comprised of over 150 of California's leading physician groups that employ or contract with approximately 59,000 physicians who provide health care services to more than 15 million Californians. For more information about CAPG, please visit www.capg.org.

About Sunshine Media

Sunshine Media, Inc. a leading publisher of locally focused business-to-business magazines covering high impact sectors of the economies of the United States and Canada. Sunshine Media publications include *Builder/Architect*, *Commercial Builder/Architect*, *Doctor of Dentistry*, *M.D. News*, *Real Estate Executive*, *Restaurant Forum* and *Restaurateur of Arizona*. Sunshine Media also publishes *MEDICO Interamericano* for the Interamerican College of Physicians & Surgeons, *SEAA Connector* for the Steel Erectors Association of America and *VAPA's INSIGHT Journal* for the Virginia Academy of Physician Assistants. In addition, Sunshine Media owns one of America's leading health care custom publishing companies: True North Custom Publishing in Chattanooga, Tennessee. Visit us at www.sunshinemediacom.com and www.truenorthcustom.com.