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### **HARRIS CONNECT, INC. ENTERS INTO AGREEMENT WITH AFFILIATE OF THE WICKS GROUP OF COMPANIES**

New York, August 8, 2008. Harris Connect, Inc. today announced that it has entered into an agreement with an affiliate of The Wicks Group of Companies, L.L.C., a New York-based private equity firm. This affiliate of The Wicks Group will acquire the company's business, continuing to fuel and augment the success that Harris Connect is experiencing.

Under the terms of the pending deal, which is expected to close within the next 45 days, the Harris Connect business will be operated through a new entity, Harris Connect, LLC. Ownership of Harris Connect, LLC will be primarily with Wicks Group related fund entities. Bill Harris, current Chairman and CEO, as well as the existing Harris family shareholders, will continue to have an investment in the new enterprise. In addition, Bill Harris will stay on as Chairman of the Board of Advisors. A new CEO, Robert Gluck, will take over once the deal is finalized. Current contracts, services and business relationships will continue uninterrupted for existing clients.

"I am very excited about this new opportunity with The Wicks Group," said Bill Harris, Chairman of Harris Connect. "The Wicks Group has a very strong reputation for success, and I look forward to the growth opportunities that they will bring to the business. In addition to the monetary capital to support our growth and success, they will also be providing their intellectual capital in the form of advisors and a highly experienced CEO, Robert Gluck."

Craig Klosk, a Managing Partner of The Wicks Group, said, "We have high expectations for the continued success of Harris Connect. We believe that very favorable opportunities are present in the multiple markets that the company serves, and we are excited about building on that foundation."

Over the last year, Harris Connect has introduced many products, such as the new, collaborative publication, Alumni: Today, the Personix® Cluster Segmentation tool (in partnership with Acxiom Corporation), as well as its recent release of Community Connections™, an application built on Facebook® Platform. The adoption and use of the wide-range of products by its clients and its clients' constituents has been tremendous. Year over year, more constituents are participating with their organization's directory programs and engaging with their organization online through the online community and ecommerce solutions hosted by Harris Connect. In turn, Harris Connect has dramatically increased the number of clients for which it provides Internet services (over 1,000 institutions and organizations), directory programs and data research services.

#### **About The Wicks Group of Companies, L.L.C. ([www.wicksgroup.com](http://www.wicksgroup.com)).**

The Wicks Group manages private equity funds that invest in selected segments of the communications, information and media industries. Such funds currently own or have owned companies in educational publishing, consumer publishing, medical information services, community newspapers, radio broadcasting, television broadcasting, magazine publishing, outdoor advertising, newsletter publishing, and cable television distribution.



**About Harris Connect ([www.harrisconnect.com](http://www.harrisconnect.com)).**

For 45 years, Harris Connect has built a tradition of successfully meeting client's evolving needs by developing innovative, thoughtfully designed services and solutions. With each new program, each new offering and each new technology—Harris Connect helps clients grow and prosper by strengthening bonds with their constituents.

Today, Harris Connect publishes over 600 alumni and membership directories annually, provides Internet services to more than 1,000 leading educational institutions and membership organizations and delivers best-in-class research and modeling solutions to over 1,000 clients. Harris Connect continues to build both its client base and its reputation by forging diverse relationships, from small private schools, to renowned institutions, to international membership organizations.

*Berkery Noyes, one of the pre-eminent merger and acquisition firms serving the information industry, is representing Harris Connect in the proposed transaction.*

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