

## RESS RELEASE

### New interactive *RACEmag* launched in Munich

Munich, 20/08/08: adrivo Sportpresse GmbH and i-magazine AG today launched their new interactive publication *RACEmag*.

Timed to coincide with the end of the Formula One summer break and the first race of the second half of the 2008 season around the new street circuit in Valencia, the first edition of the magazine can be found at <http://racemag.motorsport-magazin.com>.

*RACEmag* combines the advantages of an interactive online magazine with those of a traditional print title: spectacular images, exciting reports and entertaining background stories, combined with large-format photo galleries, interesting videos and modern technology.

In the first edition of *RACEmag*, the main focus is on the street race in Valencia. In exclusive columns and interviews, GP2 drivers Bruno Senna and Andreas Zuber talk about their first laps around the new street circuit. There is a review of tracks that have made their debut on the race calendar recently as well as an update on Michael Schumacher, who now races on two wheels. Old photos from more than 50 years of Formula One history, amusing quotes from insiders and news of distinguished guests in the paddock complete this first interactive *RACEmag*.

#### About adrivo Sportpresse GmbH

adrivo Sportpresse GmbH specialises in the creation and distribution of editorial content on a variety of topics. The company offers a range of supporting media services such as administration, programming, marketing and design. It therefore qualifies as a full-service agency, able to cover all the needs of its customers, amongst whom are numerous other online and print media outlets. The company also manages the websites of Michael Schumacher, Formula One driver Nick Heidfeld and other prominent figures from the world of motor racing.

In *Motorsport-Magazin.com*, adrivo Sportpresse also operates one of the most popular and influential online motorsport sites in the German-speaking world. In addition, the corresponding print title *Motorsport-Magazin* is available monthly from newsagents.

For further information, please visit [www.adrivo-media.com](http://www.adrivo-media.com).

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