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STANDARD PUBLISHING GROUP LLC ANNOUNCES ITS CORPORATE NAME CHANGE TO CHRISTIAN STANDARD MEDIA LLC

CHRISTIAN STANDARD MEDIA LLC WILL CONTINUE TO PRODUCE AND MARKET CHRISTIAN MINISTRY RESOURCES SUCH AS MAGAZINES, VBS, AND MISSIONS KITS

Cincinnati, OH – December 9, 2015 – Standard Publishing Group LLC, following the recent sale of its Standard Lesson Commentary® series, Sunday school curriculum, and several other church resources to David C. Cook, is pleased to announce its corporate name change to Christian Standard Media LLC.



The company's highly esteemed *Christian Standard*® monthly magazine and *The Lookout*® weekly magazine, as well as the popular Vacation Bible School program and other ministry resources such as the Kids Serving Kids™ missions kits and the Storyweaver Series by Beth Guckenberger, will now be the focus of Christian Standard Media LLC.

"We're so excited to be continuing our long-standing Bible-centered mission through Christian Standard Media," said Peter M. Esposito, CEO of the former Standard Publishing Group and newly launched Christian Standard Media LLC.

According to Esposito, Christian Standard Media will reenergize an ongoing and robust focus on its flagship brands such as *Christian Standard* magazine, founded in 1866 to uphold the ideals of New Testament Christianity, and *The Lookout* magazine, the popular Christian weekly resource.

The newly introduced Christian Standard Media will also continue to market and support its award-winning VBS programs, which includes the launch of Deep Sea Discovery VBS for 2016. This program features partnerships with kid-favorite worship artist, Yancy, for original VBS music written and produced exclusively for Deep Sea Discovery, as well as with Beth Guckenberger of Back2Back Ministries, who contributes real-life missions stories for the program's hallmark "Service with a Lasting Purpose" VBS component.

Christian Standard Media LLC is committed to continuing the nearly 150-year tradition as a Christian mission-driven leader in true-to-the Bible resources that educate, encourage, and enrich adults, youth, and children. From the founding of a journal devoted to New Testament Christianity in 1866 to the first publication of Vacation Bible School (VBS) materials with a five-week, all day program in 1923 to its contemporary publication of its award-winning 2015 VBS – Christian Standard Media will continue the legacy of serving church communities worldwide.

The mission, "to provide true-to-the Bible resources that inspire, educate, and motivate people to a growing relationship with Jesus Christ," has guided the company's rich history and now infuses Christian Standard Media's drive to remain a trustworthy Christian ministry partner in a rapidly changing world. The company is based in Cincinnati, Ohio. For more information, visit christianstandard.com, lookoutmag.com, vacationbibleschool.com, or call 800.543.1353.