



Media contact:

Jeff Dardis

Zizzo Group Marketing + PR + New Media

414-319-5700

**For Immediate Release**

**Cygnus Business Media Sells Heavy Construction and Logistics Groups  
to AC Business Media Inc.**

**FORT ATKINSON, Wis.** – Aug. 11, 2014 – Cygnus Business Media today announced that it has sold its Heavy Construction and Logistics Groups to AC Business Media Inc., an independent corporation based in Delaware, for an undisclosed amount. The transaction was handled by Corporate Solutions, Inc., and was finalized on August 11, 2014. All employees related to these businesses were retained by AC Business Media Inc.

According to Cygnus CEO John French, "We are very pleased to have found a buyer of these highly profitable multi-platform properties serving the heavy construction and logistics print and digital publications business that will utilize the current team's creativity and experience."

"The construction and logistics team, with its industry-recognized brands, impressed us with its past successes and forwarding-thinking plans and initiatives" commented AC Business Media's owners Carl Wistreich and Anil Narang. "We are excited to continue to provide industry leading content to our audience through our cutting-edge digital properties and print publications and provide our advertisers the analytics and ability to reach the audience they want to reach that they have become accustomed to with our brands."

Kris Flitcroft, who is assuming a leadership role in AC Business Media, said, "Our talented editorial, sales and support team will transition to AC Business Media. The opportunities for growth and investment that the new company presents has our team extremely excited. Our corporate office will remain in Fort Atkinson, Wisconsin, and the transition in ownership will be transparent to our audience and advertisers."

The Construction Group brands reach the entire heavy construction market, providing integrated media solutions with digital, print, event and social media platforms. ForConstructionPros.com anchors the Construction Group as the online digital platform for six publications: *Asphalt Contractor*, *Concrete Contractor*, *Equipment Today*, *Pavement Maintenance & Reconstruction*, *Rental* and *Sustainable Construction*. Additional print and digital platforms include *OEM Off-Highway* and other specialty publications. National Pavement Expo is the group's premier event and rounds out the portfolio.

The Logistics Group includes *Food Logistics* and *Supply & Demand Chain Executive* magazines, as well as digital platforms for both brands.

AC Business Media Inc. is a business-to-business media company that provides targeted content and comprehensive, integrated advertising and promotion opportunities for some of the world's most recognized business-to-business brands. Its diverse portfolio serves the construction, logistics and supply chain and other industries with print, digital and custom products, events and social media. AC's brands include: *Asphalt Contractor*, *Concrete Contractor*, *Equipment Today*, *Pavement Maintenance & Reconstruction*, *Rental*, *Sustainable Construction*, *ForConstructionPros.com*, *OEM Off-Highway*, *National Pavement Expo*, *Food Logistics* and *Supply & Demand Chain Executive*.

###

Cygnus Business Media is an internationally-recognized business-to-business media company that provides comprehensive, integrated advertising and marketing programs for some of the world's largest and most

recognized business-to-business brands. Its diverse portfolio serves various market categories and industries with print, digital products and live events. Through its media content, the company engages print subscribers, online visitors and event attendees who are targeted industry professionals.

###