

PRESS RELEASE

Contact: Jody Sigmund
Phone: 909.841.7238
Email: jody@skinniemagazine.com



FOR IMMEDIATE RELEASE

BLEEDING THE NEW BLOOD

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Los Angeles, Ca - In their seventh year of circulation, Skinnie Entertainment Magazine has become Southern California's preeminent publication for all things current in popular culture, music, sports, and lifestyle. With a resounding presence in the Los Angeles, Las Vegas, Orange County and San Diego markets, Skinnie, remains one of the few outlets of print media that has continued a steady ascension all while retaining a provocative edge.

This week Skinnie Entertainment Magazine proudly announced Ramon Gonzales as the publication's new Editor-In-Chief. During his original stint at Skinnie, Gonzales proved instrumental with some of the publications most successful covers and a host of exclusive artists including SYSTEM OF A DOWN, rapper THE GAME, and radio sensation PANIC AT THE DISCO who was nominated at the 2008 VMA's. The move comes at a crucial time for the magazine. Publishers Jimmy Clinton and George Giordano discuss the move. "Our aim is to make sure that this magazine reaches its potential. We've been lucky to have worked with great people who have helped us get this far. We are looking to keep that going and we are excited to see what our new Editor-In-Chief will bring to the table." Leaving an indelible mark at Skinnie Magazine, Hans Fink, the longtime Editor-In-Chief while stepping down is not necessarily stepping out. Hans will continue to contribute to the publication providing editorial consultation and writing occasional features.

Adamant in their pursuit to harness the balance of edgy, streetwise content all while retaining an obvious level of discerning taste, Skinnie Magazine remains one of the few free publications that has not only endured, but flourished. The publication continues to set a new standard in print media and aims to usher in a new level of excellence.

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For more information contact Jody Sigmund at jody@skinniemagazine.com