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**FOR IMMEDIATE RELEASE**

**JULY 22, 2016**

**Blue Equity Publishing, LLC  
Announces Sale of Assets to  
Lifestyle Media, LLC**

***JULY 22, 2016, LOUISVILLE, KENTUCKY*** – **Blue Equity Publishing, LLC** a division of **Blue Equity, LLC** ([www.blueequity.com](http://www.blueequity.com)), announced today that it has sold its publishing assets, including *The Voice-Tribune*, *The Voice of Louisville* and *Modern Louisville* publications to **Lifestyle Media, LLC**, the owner and publisher of *LEO Weekly*.

Blue Equity Publishing, LLC is a premier, full service publisher of printed magazines, newspapers and periodicals across several diverse editorial segments. The company produces high quality content with innovative and creative design. Publications include *The Voice-Tribune*, *The Voice of Louisville*, *Modern Louisville* and *Churchill Downs*. *The Voice-Tribune* is a weekly newspaper that has been in operation for more than six decades. Originally a St. Matthews paper, *The Voice-Tribune* has expanded over the years to include coverage of the greater Louisville metropolitan area. *The Voice of Louisville* is a quarterly lifestyle magazine. *Modern Louisville*, a bi-monthly magazine, was launched in September 2015 and is Louisville's first and only LGBTQ lifestyle magazine. *Churchill Downs* magazine has been produced by Blue Equity Publishing, LLC for the past two years and provides readers with an inside look into thoroughbred racing and its iconic events.

Lifestyle Media, LLC is a publishing company dedicated to locally-owned, independent media. The company was formed in 2014 when it purchased LEO Weekly, Louisville's alt-weekly newspaper founded in 1990.

“*The Voice-Tribune* has been a prestigious brand and media property for many years and it has been a privilege to be a part of its legacy”, said Jonathan S. Blue, Chairman and Managing Director of Blue Equity, LLC. “We are delighted to be transitioning the business to another local publishing company that has a tradition of quality coverage and loyal readership.”

In a joint statement, Lifestyle Media co-founders, Aaron Yarmuth and Weston Marcum declared, “We are extremely proud to keep such fine publications locally owned and operated. We plan to maintain the core identity of each of these magazines and are committed to expanding and developing original and unique content for all of our audiences.”

For more information visit [www.blueequity.com](http://www.blueequity.com), [www.voice-tribune.com](http://www.voice-tribune.com), [www.modernlouisville.com](http://www.modernlouisville.com).

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**BLUE EQUITY, LLC** ([www.blueequity.com](http://www.blueequity.com)) is an independent, private equity firm that invests in enterprises with solid developmental potential. We form partnerships with existing management teams to leverage the collective expertise of all involved. Our investment efforts and managerial capabilities are focused on the operation of a global and diversified portfolio including current and historical holdings in oil and gas, media, sports and entertainment, global communication, spirit and wine distribution, manufacturing and other distribution businesses. Blue Equity is dedicated to helping businesses grow by accelerating opportunity and driving innovation to the marketplace