

## KING OF THE MAC JUNGLE

PR Results Bridges Publishing & Mac Experience  
to Launch MacTribe's Print Edition

November 8th, 2008, Chicago.



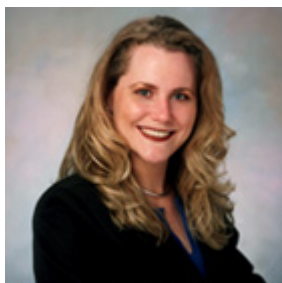
PR Results, Inc., ([www.pr2inc.com](http://www.pr2inc.com)) an original pay for performance public relations firm specializing in consumer electronics, fashion, publishing and green products, announces MacTribe Magazine has retained its services for 2009 to support the launch of the magazine's print edition.

MacTribe is the ultimate product and lifestyle magazine for Mac® enthusiasts and will now be widely distributed by Source Interlink Companies, one of the largest magazine distributors and publishers in the US.

MacTribe has grown steadily as a website for three years. In addition to the usual Mac® magazine fare such as product reviews and news from Cupertino, MacTribe Magazine now offers in-depth interviews with creative professionals, expanded coverage about design and photography, features on tech culture, and more.

### Proven Experience

Daniel Robillard, founder and publisher, commented, "MacTribe is proud to name PR Results our agency of record for 2009. The agency has proven experience across the Mac community with consumer electronics products ranging from audio to protective gear. This, coupled with the agencies history of launching magazines, is sure to be the perfect mix to support the magazine's growth in the new year."



Christine Attala  
President PR Results

With the continued expansion of clientele and the winning track record of PR Results's past accounts, MacTribe Magazine will receive the publicity needed to become a solid success in 2009. As one of the few Mac-user magazines available on newsstands, MacTribe Magazine has a great opportunity to become branded as the go-to publication for Mac© enthusiasts under the representation of PR Results.

"Representing MacTribe Magazine is a natural extension of our extensive Mac-related public relations experience," commented Christine Attalla, president of PR Results. "Having represented iPod® audio and iPod® technology case clients in the past, coupled with our previous magazine client base, we have the strength to take MacTribe's community to the next level with increased subscribers and advertising dollars."

**About PR Results, Inc.**



PR Results, Inc., headquartered in Chicagoland, was established in 2002 as one of the first unique, pay for performance public relations firms. Their growing bases of emerging clients rely on the agency to garner publicity that drives sales and increases brand awareness across its customer and retailer channels. The agency's unique pricing structure removes the risk associated with hiring an agency on retainer, assuring that every marketing dollar can be traced back to marketing results. PR Results, Inc. specializes in essential market segments including consumer electronics, publishing, fashion, travel, beauty, and sustainable, green products. For more information, visit [www.pr2inc.com](http://www.pr2inc.com).