



John Kilcullen Joins First30Days Board Of Directors

***For Dummies®* guide publisher joins growing “life change” brand**

New York, NY, December 1, 2008 – Media executive, **John Kilcullen**, has joined the Board of Directors of **First30Days**, a New York based media company focused on guiding people through a variety of personal and professional life changes, it was announced today. In this role, Mr. Kilcullen will assist First30Days Founder & CEO **Ariane de Bonvoisin** in the growth of the brand and distribution of the companies’ content across multiple platforms.

John Kilcullen is founder of Brand Revolution, LLC, a brand management consulting boutique that focuses exclusively on strategy, content and revenue development for emerging companies in the digital media and entertainment industry. From March, 2003 to February, 2008, Mr. Kilcullen was President and Publisher of the Billboard Information Group. He also served as senior vice president of the Music, Literary, Film and Performing Arts Groups and publisher of The Hollywood Reporter, part of Nielsen Business Media, Inc.

In 1990, Mr. Kilcullen was a member of the founding team of IDG Books Worldwide, Inc. and under his leadership the company grew from \$0 to over \$240 million in 10 years. He created the “*For Dummies®*” brand including the best-selling series of books which sold over 100 million copies in more than 25 languages. He was Chairman and CEO in 1998 when the company went public and led the sale of the company three years later to Wiley.

“John is the perfect choice to join the team. He brings a wealth of experience in building a world-class brand with the “*Dummies*” series, and really understands the value, mission and potential of the First30days brand. Together with John, I look forward to continuing to build out a business that is making a real difference in peoples lives”, said Ariane de Bonvoisin.

In 2009, one of Kilcullen’s first endeavors will be to guide the company in the creation of a series of First30Days Guidebooks featuring the most valuable information on each life change. The guides will initially be offered digitally on First30Days.com with future plans for a print/book format.

“Clearly, we are living in a period of unprecedented change. I am pleased to begin collaborating with Ariane and her team to continue their mission to expand The First30Days brand into exciting new market segments and distribution platforms as a board member and senior advisor. There is unlimited potential to leverage Ariane's incredible energy, vision and passion to create a new digital and offline brand to help millions of people deal with the next wave of work and life changes”, said John Kilcullen.

In addition to Ms. de Bonvoisin, Mr. Kilcullen joins Scott English, SVP, Strategic Investments, Hearst Interactive Media on the board. He will also be collaborating with seasoned key advisors including former President of CNN Sales and Marketing, Larry Goodman; Ellen Levine, Editorial Director, Hearst

Magazines and former Time Warner CEO, Richard Parsons, among others.

The First30Days web site which launched in February 2008 is now reaching 1.4million monthly unique visitors (source: comScore, September 2008) and has nearly 500,000 members. First30Days.com currently features more than 60 specific changes divided into nine channels: *Career, Diet & Fitness, Family, Finances, Health, Home, New Directions, Relationships,* and *Technology*. Plus, a weekly online interview series entitled *ChangeNation*, where Ariane speaks to experts, change agents, celebrities on a pivotal aspect of change in their lives. With change being so prevalent in the world, *ChangeNation* offers people information on various changes, with the help of some true inspirational leaders in their respective fields.

####

For more information: pr@first30days.com