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Contact: Malcolm McDowell Woods, Exchange Editor  
Malcolm@outpost.coop  
414-431-3377 x106

Pam Mehnert, General Manager  
pam@outpost.coop  
414-431-3377 x102

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## ***October '10 issue to be the last for the Outpost Exchange magazine***

**While saddened to see it come to a close, Outpost sees new opportunities on the horizon!**

[Milwaukee, WI] After much deliberation, October 2010 will mark the final issue for the Outpost Exchange magazine. The free monthly periodical has been in circulation since 1980, offering Outpost Natural Foods owners and the community information about the co-op, health, wellness and good eating. It also offered a marketplace for local businesses to advertise. The monthly circulation is currently 30,000 copies. The magazine has become an icon of healthy and sustainable living throughout the metro Milwaukee area.

The word went out in January 2010 that the magazine had been struggling financially due to a nearly 60% advertising revenue drop over the past two and a half years. Exchange editor Malcolm Woods made a plea to owners, fans and advertisers to ramp up readership and support of its advertisers. While there were many heartfelt responses, advertising revenue continued to lag behind projections. A decision had to be made.

According to Pam Mehnert, Outpost's general manager, "Our conversation began with the revenue challenges of the magazine, but it concluded on a positive note as we began to explore great opportunities for our future. This doesn't mean we've reached the end of our educational efforts, in fact this is a new beginning." All Exchange staff will continue working within the Outpost marketing department taking on various roles in new media and other new communication projects.

The goal from here forward is for the co-op to continue to offer a rich diversity of publications and communication tools for owners and Exchange fans alike, including a newly updated website which offers features like blogs, recipes, news items, events and promotions. Many of the faces from the pages of the magazine can now be found on the website and through social media outlets, carrying on the conversation about healthy living. Details regarding a new publication will be announced in October.

Many Outpost owners and loyal readers have grown up reading the magazine. It has subscribers as far away as Tucson, AZ. As Woods poignantly puts it, "All of us at Outpost and the Exchange appreciate the trusted relationships we have developed with our readers, advertisers, freelance writers, photographers and columnists. We are proud of the magazine we sent out into the community for 30 years, and are deeply grateful to all for their contributions. The Exchange may be gone, but it certainly will live on in our hearts."

*Serving the greater Milwaukee area since 1970, Outpost Natural Foods Cooperative operates three successful store locations (100 East Capitol Drive, Milwaukee, 7000 West State Street, Wauwatosa, and 2826 South Kinnickinnic Avenue), a central kitchen and central office. Co-owned by over 15,000 individuals from Southeastern Wisconsin, it employs nearly 350 people. Outpost is the fourth largest cooperatively owned natural foods grocer in the country by sales volume. (www.outpost.coop)*