

ROADRUNNER PUBLICATIONS, INC.

January 05, 2016 - Press Release

Roadrunner Publications, Inc. acquires the Times-Advocate, Escondido Times-Advocate, and Valley Center Times-Advocate from broker/developer Kelly Crews.

VALLEY CENTER, CA. - January 05, 2016 - Roadrunner Publications, Inc., announced today that it has purchased the Times-Advocate headquartered in San Marcos, California for an undisclosed amount. The acquisition includes the Escondido Times-Advocate and Valley Center Times-Advocate.

Roadrunner Publications, Inc., recently purchased the Valley Roadrunner newspaper, Valley Center's well-established newspaper, along with the Valley Center Magazine, Boulevard Magazine, and other local publications on September 1, 2015.

"We are excited to expand our hometown family-friendly Roadrunner brand throughout our neighborhood and surrounding communities," said Justin Salter, president of Roadrunner Publications, Inc. "We believe the acquisition of these publications will allow us to better serve our communities," Salter said, " We are deeply honored to acquire a name that has been familiar to local residents since the original Times-Advocate was founded in 1909, and which published until the 1990s."

Local resident, Kelly Crews, revived the Escondido Times-Advocate in 2013. The Times will continue current operations with its existing staff and will soon be opening a local storefront office in Escondido. The company will soon begin hiring additional staff and reporters to grow the size of the existing paper.

"I'm very pleased with this turn of events and the potential trajectory for the benefit of our communities," said Kelly Crews. "Thank you every advertiser, writer, organization, church and reader. It has been a pleasure to work with and serve you and our community."

Valley Center Times-Advocate operations will merge with the existing Valley Center newspaper, the Valley Roadrunner. Effective immediately, the Valley Center Times-Advocate will no longer be in operation. Current subscriptions for Valley Center addresses will be transferred to the Valley Roadrunner.

The Escondido Times-Advocate will retain the name, and will now be able to offer legal publications to the city, through the Valley Roadrunner newspaper. The new website will be launched January 11, 2016 and will be www.Times-Advocate.com.

Roadrunner Publications, Inc., is aware that in recent years media has shifted towards the digital platform. Print editions of newspaper will be available online and through mobile devices. Roadrunner Publications also offers news broadcast through Valley Center TV, and the upcoming Escondido TV, which will debut soon.

For any questions, please contact (760) 749-1112.

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