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FOR IMMEDIATE RELEASE

RED COUNTY MAGAZINE ACQUIRES THELIBERALOC.COM
Both publisher and liberal bloggers excited about new venture

TUSTIN, CA -- The nation is polarized into two very clear groups: Republicans and Democrats. It is nice to know that in the Orange County political blogosphere, that is not the case.

This morning, readers of the only political blog in Orange County to focus solely on progressive politics, has undergone a change. TheLiberalOC.com has joined Red County magazine. After talks that have taken well over a month, Red County magazine (<http://www.redcounty.com>) has acquired **The Liberal OC** blog (<http://www.theliberaloc.com>).

Red County magazine is a new brand from Partisan Media Group. It is old world meets new as Red County combines the tradition of print media with the speed of online media. It's the timelessness of an upscale bi-monthly magazine combined with the timeliness of daily online blogs.

Red County has so far targeted center-right readers on topics that impact their lives. With the addition of **The Liberal OC**, which will now be called **The Blue Minority**, Orange County readers will have the opportunity to see local politics through two lenses: the conservative one, and the liberal one.

Mike Lawson, who founded The Liberal OC blog in April 2006 will continue as the lead member of **The Blue Minority** blogpen. He is joined by all of the familiar names: Chris Prevatt, Susan Freeze, Mikey Love, Dan Chmielewski, Ed Velazquez, Gila Jones, and the newest addition, Political Science Professor from Chapman University Fred Smoller.

Red County magazine is direct-mailed to nearly 50,000 Orange County households, hand-selected for their political views, affluence and residence within Orange County. The magazine launched in early December 2006.

For advertising opportunities or subscription information, please e-mail:
inquiries@redcounty.com

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TheLiberalOC.com is already under the control of The OC Blog family. Visit the site to see the newest OC Blog design.