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FOR IMMEDIATE RELEASE

New Mountain Capital's Portfolio Company, MailSouth, Inc. Announces Acquisition of CAP Media, Inc.

New York, NY - August 16, 2005 - New Mountain Capital, L.L.C. ("New Mountain"), a leading New York-based private equity firm, today announced the acquisition of CAP Media, Inc. by their portfolio company MailSouth, Inc. ("MailSouth" or the "Company"). MailSouth was acquired by New Mountain on March 11, 2005.

CAP Media, Inc., based in Little Rock, Arkansas delivers shared mail advertising packages to approximately 5 million households in 14 states. The additional market areas in Arkansas, Colorado, Iowa, Illinois, Kansas, Kentucky,

Louisiana, Missouri, Nebraska, Ohio, Oklahoma, Tennessee, Texas, Virginia and Wyoming increase MailSouth's reach to over 17 million households in 26 states. The acquisition strengthens MailSouth's position as the largest independent provider of shared mail marketing programs to rural and suburban markets in the United States. Albert Braunfisch, President of CAP Media, Inc., will join MailSouth as Chief Executive Officer and will be responsible for future strategic development including: acquisitions, partnerships and other external relationships. Tom Settle will remain as President of MailSouth, Inc. and will focus his attention on the day-to-day operation of the combined company.

Doug Londal, a Managing Director at New Mountain Capital and Chairman of MailSouth, stated, "We are thrilled to add a company as high quality as CAP Media to MailSouth. We are particularly pleased that Albert and his team have agreed to join us as we as we continue to build out the footprint of the overall company."

Mr. Settle commented on MailSouth's rapid growth by saying, "Adding CAP Media to MailSouth's family this soon after our acquisition of Focus on Results demonstrates the dedication of our people and the organization's ability to execute an aggressive growth plan. I'm really excited about the accomplishment and the new opportunities it represents. Even more, getting Albert to join the team and help me shoulder the leadership of the company is truly a coup. We've known each other for several years, and I think our talents and passions are very complementary to each other."

Mr. Braunfisch added, "Our shareholders were not really shopping for acquirers, but the synergy and combined strength that we knew we could achieve with MailSouth and New Mountain just made it an opportunity that was too attractive to miss. I'm genuinely energized by the landscape I see in front of us."

About MailSouth

MailSouth, Inc. (www.mailsouth.com), based in Birmingham, Alabama, is the leading provider of shared mail marketing programs in the rural U.S. The Company delivers shared mail advertising packages to approximately 17 million households in 26 states with markets ranging from monthly to weekly circulation.

About CAP Media

Founded in 1995, CAP Media, Inc. delivers shared mail advertising packages to approximately 5 million households in 14 states. The Company is based in Little Rock, Arkansas.

About New Mountain Capital

New Mountain Capital, LLC (www.newmountaincapital.com) is the manager of two private equity funds, with over \$2.3 billion of capital under management. New Mountain's goal is to be "best in class" in the new generation of private equity as measured by returns, control of risk, service to its limited partners and the quality of the businesses it builds. New Mountain Capital's second fund, the \$1.55 billion New Mountain Partners II, L.P., began its investment period in January 2005.