

HomeTown Communications joins advertising network

Greater Detroit Newspaper Network, also known as Gorilla Newspaper Networks, a national advertising company owned by 21st Century Newspapers Inc., is forming an alliance with HomeTown Communications Network Inc. that will reach more than 2.5 million households in the greater Detroit, southeastern Michigan, and greater Cincinnati markets.

Frank Shepherd, president and CEO of 21st Century Newspapers, and Richard Agninin, president and CEO of HomeTown, announced the alliance today.

When the networking agreement goes into effect June 3, Gorilla will represent five daily newspapers and about 130 weekly and twice-weekly publications in six markets, including southeastern, central and northern Michigan and the suburban Cincinnati and northern Kentucky markets.

"The combination of these two networks will provide the most flexible, targeted and cost-efficient advertising solution in the greater Detroit market," said Jerry Ballenger, president of



Richard Agninin



Frank Shepherd

Greater Detroit Newspaper Network.

21st Century publishes three dailies, The Oakland Press, The Macomb Daily and The Daily Tribune in Royal Oak; the Heritage Network of 23 newspapers in Wayne, Monroe, Washtenaw and Genesee counties; the twice-weekly County Press in Lapeer; the Voice Newspapers in Macomb and St. Clair counties;

Up North Publications in Grand Traverse, Antrim, Kalamazoo and Charlevoix counties; and additional community newspapers in Huron, Sanilac, Shiawassee and Saginaw counties.

HomeTown publishes Michigan's newest daily newspaper, The Livingston County Daily Press & Argus, and 64 weekly and twice-weekly community newspapers, including the 16

Observer & Eccentric newspapers serving Oakland and western Wayne counties, 12 Lansing Community Newspapers, four Mirror Newspapers in southeast Oakland County, HomeTown Newspapers in Milford, South Lyon, Novi and Northville; and the 25 Community Press and Recorder newspapers in greater Cincinnati and northern Kentucky.

Gorilla also will represent The Monroe Evening News and The Grosse Pointe News.

"We have really created a field of dreams for our advertisers and one that is customer oriented, customer based and customer friendly," said Shepherd.

Gorilla will provide the largest unduplicated advertising buy in the six markets, said Agninin. "This powerful lineup of excellent newspapers will offer an unprecedented opportunity for advertisers to reach readers who are their best prospects."

Businesses will be able to place one call to Gorilla and send their advertising message to millions of households, said Ballenger.

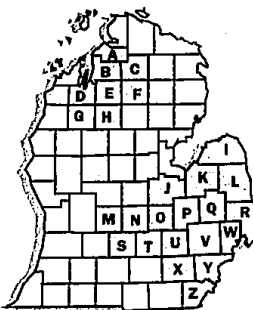
"Our advertisers demand service and efficiencies," said Shepherd. "This is a marriage made in heaven and the advertisers are the winners. I have rarely seen where 2 plus 2 equals 6, but in this case it equals 6 or more. Everyone wins and that is vital in competitive markets such as Detroit."

In addition to its newspapers, 21st Century owns Alterante Delivery Systems, a targeted demographic-based home delivery system that supports its daily and weekly newspapers in its marketplace.

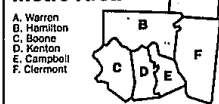
HCN also includes 25 commu-

This map shows the coverage area of the new Gorilla Newspaper Network alliance.

A. Charlevoix
B. Antrim
C. Oscoda
D. Grand Traverse
E. Kalamazoo
F. Crawford
G. Washtenaw
H. Monroe
I. Huron
J. Saginaw
K. Tuscola
L. Sanilac
M. Ionia
N. Clinton
O. Shiawassee
P. Genesee
Q. Lapeer
R. St. Clair
S. Eaton
T. Ingham
U. Livingston
V. Oakland
W. Macomb
X. Washtenaw
Y. Wayne
Z. Monroe



Cincinnati Ohio Metro Area



nity telephone directories plus specialty and niche publications in Michigan, Ohio, Kentucky and Indiana. Its newest subsidiary, HomeTownDigital.com, provides a broad range of Internet services.

HCN is a privately owned, Livonia-based company founded by its chairman, Philip Power, in 1965.

21st Century Newspapers is a privately held media company founded in 1995 by Shepherd.

City's senior division seeks cell phones

The City of Farmington Hills Senior Division is accepting inactive cell phones in good working order for local senior citizens.

The cell phones will be reprogrammed for 9-1-1 use only and distributed to senior citizens in the Farmington Hills and Farmington communities. The cell phone should include a car charger or an AC/DC recharging unit. Donations can be made at

the following locations:

- Costick Center, 26800 11 Mile, Farmington Hills - (248) 473-1830.
- Farmington Hills Police Department, 31655 W. 11 Mile - (248) 473-9694.
- Farmington Public Safety Department, 23600 Liberty - (248) 474-4700.

"The cell phones can provide

our senior adults with peace of mind and an essential lifeline in an emergency," said Mary DiManno, Farmington Hills Senior Division.

If you are a senior in Farmington Hills or Farmington and would like to be added to the list to receive a free cell phone and training class, please call the Senior Division at (248) 473-1830.



FREE... Farmington Friday Night Concert Series

Co-sponsored by the City of Farmington and the Downtown Development Authority. These Friday night concerts will be held at the Pergola Gazebo on Grand River (approx. 1 mile east of Farmington Road) from 7:30-9:00 pm. Dates and Entertainers as follows:

- June 7.....Baldach Mountain Ramblers (American String)...sponsored by Benchmark
- June 14.....Red Garter Band (Dixieland)...sponsored by Heeney-Sundquist Funeral Home
- June 21.....The Hits (Top 40 Tunes)
- June 28.....The Millionaires (Swing Orchestra)...sponsored by Benchmark
- July 5.....Motor City Brass Band (Patriotic & Other Favorites)...sponsored by Three Oaks Furniture
- July 12.....Horizon (Motown Favorites)...sponsored by Cornwell & Bush
- July 26.....Taken (Top 40 Tunes)...sponsored by Benchmark
- Aug. 2.....The Chila Dogs (Jazz)...sponsored by Thayer-Rock Funeral Home

Special thanks to the owners of Farmington Place Apartments who allow the concert audience to use their lawn for seating.

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