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LUMIN PUBLISHING CREATES NEW ZIONS BANK MAGAZINE

SALT LAKE CITY, October 23, 2003 — Lumin Publishing announced today that it was selected by Zions Bank to produce a magazine titled *Zions Bank Community*.

Zions Bank Community, directed to Zions Bank gold account members and circulated in bank branches, will provide information on travel, health, food, entertainment and financial tools.

“The magazine is designed to enrich our customers’ daily life,” said Rob Brough, Zions Bank senior vice president. “Lumin presented the idea to us in February and it stood out as a great value-added tool to deepen client relationships.”

The first issue of *Zions Bank Community* will be mailed out this week, and will be distributed to 50,000 households in the region six times a year.

The three-year contract with Lumin gives Zions Bank control over editorial direction. Lumin is responsible for providing the editorial, photography, illustrations and design of the publication. Lumin will also coordinate selling the advertising space.

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Lumin Publishes New Zions Bank Magazine
Page 2 of 2

“This Magazine is also great news for advertisers. *Community* magazine reaches a targeted upper-income demographic, and with 50,000 households, its circulation doubles and even triples the reach over even the larger regional magazines in this market,” said Arkin Hill, president of Lumin Publishing. “This new publication also shows what Lumin is capable of producing for other Utah companies and organizations. We hope to expand our portfolio of publications by adding additional contract publishing projects in the near future.”

Lumin Publishing is a Utah-based publishing firm created in February 2003. It also publishes *Connect* magazine, a regional business magazine focused on entrepreneurship and innovation.

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