

ZONBU RECEIVES *POPULAR MECHANICS* BREAKTHROUGH AWARD

NEW YORK, NY (October 16, 2007) Zonbu was honored with a *Popular Mechanics* Breakthrough Award at a ceremony on Wednesday, October 10, at the Hearst Tower in New York City. The *Popular Mechanics* Breakthrough Awards, now in their third year, were created to recognize products that set new benchmarks in design, creativity, and engineering as well as individuals and teams that are helping to improve lives and expand possibilities in the realms of science, technology and exploration.

“*Popular Mechanics* is, at its core, devoted to recognizing innovations that re-imagine the role that technology and science play in our lives,” said James Meigs, Editor-in-Chief of *Popular Mechanics*. “All of this year’s group of Breakthrough Product Award winners do just that – and demonstrate the wide range of industries that can be transformed through smart, creative engineering.”

Criteria and Evaluation

In selecting the candidates and winners of the 2007 Breakthrough Awards program, the editors of *Popular Mechanics* canvassed a large range of experts and academics to come up with a list of worthy nominees. PM’s Board of Advisors then reviewed the nominations to help the editors of *Popular Mechanics* choose the final winners.

A complete report of the Breakthrough Awards and a full list of winners is available in the November 2007 issue of *Popular Mechanics* (on newsstands October 16, 2007) and online at www.popularmechanics.com.

POPULAR MECHANICS

Popular Mechanics (www.popularmechanics.com) is a magazine that helps readers master the modern world. In addition to providing hands-on coverage of personal technology, cars and home improvement, *PM* reports in depth on the science and technology behind major issues -- including such stories as disaster planning, hydrogen fuel and other energy alternatives, military expenditures, and digital privacy. Each month, nearly 9 million readers turn for advice and news to the magazine’s editors and contributors, including the likes of Jay Leno, astronauts Buzz Aldrin and Tom Jones, and roboticist Daniel H. Wilson. In addition to its U.S. flagship, *Popular Mechanics* publishes 12 editions around the world. *Popular Mechanics* is published by Hearst Magazines, a unit of Hearst Corporation (www.hearst.com) and one of the world’s largest publishers of monthly magazines, with nearly 200 editions around the world, including 19 U.S. titles and 20 magazines in the United Kingdom, published through its wholly owned subsidiary, The National Magazine Company Limited. Hearst reaches more adults than any other publisher of monthly magazines (74.1 million total adults, according to MRI, spring 07).