

FOR IMMEDIATE RELEASE:



Destin Magazine Sold To New Owner

DESTIN, FLORIDA - August 15, 2013 — *Destin Magazine*, the premier lifestyle publication of Destin, Florida, has been sold by its founder, Linda Christiansen, owner of Papillon Publications, Inc., to Jeff Watson, owner of VIP Media Group, Inc. The effective date of the transition was August 3, 2013.

The focus of *Destin Magazine* will continue to be the people, places and events in and around the Destin area. A larger format and additional issues per year are among the new publisher's plans for the publication. The next issue of *Destin Magazine* is scheduled to be released in September and will include the "Best in Destin" ballot for *Destin Magazine*'s reader choice awards.

For the last ten years, VIP Media Group has been one of the premier social and lifestyle magazine publishers in the Mid-South publishing VIP titles in Tennessee, Mississippi and Alabama.

VIP Media Group, Inc. Founder Jeff Watson stated, "Expanding into the Gulf Coast area with *VIP Destin Social & Leisure Magazine* this spring was a significant step in our company's overall growth strategy, as well as a personal career highlight. Destin has been a frequent travel destination for me over the last 15 years and has become my home away from home. I am excited for VIP to be a part of Destin's vibrant local business community and its extremely active social world. The acquisition of *Destin Magazine* will allow us to merge our brand along with Linda's tenure of local and national presence into a magazine that Destin will continue to call its own. Future issues of *Destin Magazine*, which will be published six times per year, will showcase the beauty of this unique destination on newsstands locally, as well as coast to coast!"

Since 1981, Papillon Publications, Inc. has produced city magazines, as well as custom and corporate publications, and has worked with clients from Atlanta to Hong Kong. The company's first issue of *Destin Magazine* was published in July 2004. With Linda at the helm of Papillon Publications, its success has been built on the development of relationships through honest communication accompanied by dedication to quality, commitment to creativity, and a personal integrity that is second to none.

Linda Christiansen commented, "A publisher for more than 32 years, I am well aware of life's chapters. Destin has been very kind to me and I am very grateful for the years as Publisher of *Destin Magazine* as it has been a blessing to make a life, and a living, in such a lovely area filled with wonderful people. I am thankful for the privilege to have shared the beauty of both with our readers. Jeff with VIP has assured me that *Destin Magazine* will continue to be a publication of which we can be proud. Time is precious, and I feel it is time to turn the page as I look forward to the next chapter of personal and professional growth."

As *Destin Magazine*'s Founder, Christiansen will still play an active role with *Destin Magazine* as Consultant, as well as continuing her professional relationship with *Destin Magazine*'s advertisers. Through her company, she will serve in a freelance capacity for advertising sales, creative design and feature editorials, as well as offering marketing solutions, event photography, and custom publishing options on a local and national basis.

For more information, contact Jeff Watson at Jeff@vipmag.com or click www.DestinMagazine.com, or Linda Christiansen at Linda@PapillonPublications.com or visit www.PapillonPublications.com.