

CEO CFO

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The Most Powerful Name In Corporate News and Information

EP Global Communications, Inc., a Unique Company focused on providing critical information to an underserved market of 54.6 million Americans with Disabilities and Special Healthcare Needs



**Communications
Multi-Media Publishing
and Communications
(EPGL-OTCPK)**



**Joseph M. Valenzano Jr., MBA, APC
President and CEO**

BIO:

Joe Valenzano has spent over forty years in the publishing and communications industry including senior level positions at companies like McGraw Hill, Elsevier Science and The Thomson Corporation.

He is a frequent speaker at organizations and associations including the U.S. Military and has written several articles both in the financial media as well as the disability and special needs arena. Joe has served as President and CEO of EP Global Communications, Inc for the past eighteen years.

Company Profile:

EP Global Communications, Inc., parent company of Exceptional Parent (EP) magazine, is a 40-year-old, award-winning, multi-media publishing, education and communications company, providing timely and indispensable resources and information to families and professionals caring for the needs of children and adults with disabilities and special health care needs, including families in the U.S. Military across the lifespan from infancy to senior citizens.

**Interview conducted by:
Lynn Fosse, Senior Editor
CEOCFOinterviews.com**

CEOCFO: Mr. Valenzano, would you give us a bit of background on EP Global?

Mr. Valenzano: EP Global is a 40-year old education, publishing and communications company. Actually, we operate utilizing a multimedia platform focused entirely on providing information to families and professionals, physicians, healthcare professionals, and educators, who are involved in the care and development of people with disabilities and special healthcare needs across the lifespan from infancy to senior citizens

CEOCFO: How many people are affected in this way; what is the community you are reaching?

Mr. Valenzano: In the United States according to the US Census and Stanford Research, there are 54.6 million Americans who are classified as having some form of disability or special healthcare needs. You break that down a little further and you are talking about a community of 6 million families of children with disabilities from the infancy to twenty-one. So it is a market that is extremely large and underserved. These are Americans that like ice cream, baseball, going out to the movies; and all the things that you and I want and need and desire....they just have different conditions than you and I. In fact, at EP we like to use the term differently-abled as opposed to disabled.

CEOCFO: What types of information have you provided traditionally and how do you see that growing and expanding?

Mr. Valenzano: Over the years we published a monthly journal called Exceptional Parent, and it has gotten a great deal of notoriety over the years; winning several awards from the Magazine Publishers Association, Easter Seals, and a number of other organizations and associations. We have converted that publication from an exclusively print-based medium to an entirely digital publication, so now it comes out electronically every single month. It even has a slick page-turner, which you use with your mouse on the screen with some added features and benefits that people have not been accustomed to seeing, such as embedded video into the publication, making it come to life. We can do electronic surveys. People who see an ad and want to get more information about the products and services included in that ad no longer have to fill out a card. They can actually click on the

URL and get immediately to that advertiser's products and services and get a better understanding, usually with video examples. The products and services themselves can have videos that serve to show people how it is meant to be used. For example, if you are a product manufacturer making a low weight stroller or walker or stander, that can easily fold and be put in the back seat of a truck or a car, you can demonstrate that utility value to families and consumers who are interested in buying. In the diagnostics field where we do a lot of information and work with major medical societies, you can actually demonstrate in service or evaluations in a physician's office with new innovative techniques.

There are other platforms that we have developed over the years. We do a great deal of online interactive education for physicians, nurses, and Allied Healthcare professionals, like physical therapists, occupational therapists and teachers. We use the platform of the EP Journal to feed content to our online education and secure professional content from experts around the world. In addition, we are able to deliver live interactive education to a multiplicity of target markets and we have been doing that for several years. The other business that we have created in partnership with an entity called The World Congress on Disability, is a singular event that takes place once a year. Ours happens to be next week down in Dallas, Texas, where we put on this international eleven year old exhibit and conference. This is a major event that invites families, consumers, people with disabilities, educators, Allied Healthcare professionals, physicians, including the U.S. military, to be a part of a major exhibit and educational experience. There are some fifty educational programs, some of which we will be broadcasting live from the World Congress out to the community at large and on to military bases. A lot of our work today is with the U.S. military and we are very proud of that. We work with the Exceptional Family Member program inside the U.S. military, and I hasten to point out that

our journal, which has been around for 40 years is the only special interest publication in America to be endorsed by a professional medical society, The American Academy of Developmental Medicine and Dentistry.

CEOFCO: Does everybody that needs to know about you, know about you?

Mr. Valenzano: Sadly, no. We are kind of the best kept secret in the publishing industry. We have relationships with well-known entities like WebMD. We are also talking to some international publications and publishing companies about taking on our digital platform and converting it into a Hispanic model, Italian model and Asian model, to make sure that we have that kind of outreach throughout the world. What we do for our

It is not a great leap of faith to see the transition from print to digital has been effectuated very smoothly. In addition, we have a number of products in the pipeline to come out. We also have great relationships with our major clients, which include people like Mass Mutual, IBM and Verizon, Pfizer, UCB Pharma, Medtronic and others which are household names. What we do is fulfilled by a significant need that exists in our community and we do it with credibility. We make money and we help a lot of people....and it doesn't get any better than that. That is the reason why people should look at us.
- Joseph M. Valenzano Jr., MBA, APC

constituency at Exceptional Parent is not confined to our shores, because unfortunately, disabilities are a worldwide issue. So a lot of what we do can be easily transposed into the international market. Therefore, only a fraction of people with disabilities and families with disabilities have really heard of and seen Exceptional Parent. However, once they do, particularly when they see the scope of the work that we do, which embraces things like autism, cerebral palsy, inborn errors of metabolism and rare genetic disorders like Krabbe Disease and Pompe's Disease. When they see the scope of our activities and the kind of quality and content that we provide, it is a no-brainer for them to say, "I need to be a part of this". That is very gratifying, but getting the word out is a very time consuming effort and we are at it everyday.

CEOFCO: Does the word 'Parent' in the name limit the scope of people that might be interested?

Mr. Valenzano: That is an interesting question. Actually, it does not, and I will tell you I think it enhances it. First of all, the name that appears on all of our literature is EP and EP over the year has stood for Exceptional Parent, but it also stands for Exceptional Physician, Exceptional Person, and Exceptional Patients. It stands for a number of those things if you think broadly about the field of disabilities and special needs. At EP we have always taken the position that "Once a parent, always a parent". I will even go one step further and say that is the case even in people without disabilities. Once you are a parent, you are always a parent, but it is especially true inside the disability community because you are talking about people with intellectual disabilities, physical disabilities, emotional disabilities, and you are going to be their parent forever; up until you pass on. And that is yet another issue that is facing us today. Twenty years ago it wasn't such an important issue or concern because people with disabilities often passed on before their parents did. Today, thanks to modern science and medicine children with all kinds of profound disabilities and special needs are expected to outlive their parents. Now it

is all routine. Modern medicine has made that a very distinct possibility that children born with disabilities are going to outlive their parents. That change portends a whole new set of challenges on parents today to plan for the future, to plan for who is going to take care of their son or daughter with disabilities. That is why we resisted changing the name Exceptional Parent, because it is applicable to everything we do.

CEOFCO: What would people be most surprised to find on your site?

Mr. Valenzano: When people come to our website, www.eparent.com, what they find is a breadth and scope of content that is unparalleled anywhere in the world. There are many who focus on Autism, Cerebral Palsy, Spina Bifida, Muscular

Dystrophy. But none who do all of this and more and do it routinely and with credibility. We don't just focus on mobility or technology, augmentative communication or assisted technology. We don't just focus on one particular disorder, we deal with them all. In addition, we deal with them all with access to some of the greatest minds, researchers and medicine in the world. They want to be a part of what we do, because they know the quality of what we have to offer. If you Google my name or Google Exceptional Parent you will find that over the years, we earned a lot of awards for editorial excellence, excellence in journalism and content. So they would be surprised to find the depth of content that we provided for the U.S. military. That has been a very gratifying experience because it has been a two-way street. We serve the military and the military serves us, so we have learned from one another, which has been very beneficial. Most of the major new innovations in surgery have come from the battlefield and the surgeons inside of the military are the best in the world. Some of those skills transpose and flow to benefit the people in the field of disabilities, so that has been a very productive relationship.

CEOFCFO: Does the publication address the healthcare legislation; is that an issue for you?

Mr. Valenzano: It certainly is and we will be addressing that beginning in January with some in depth editorial on healthcare legislation and what it means to Americans with disabilities and those who care for them. In addition, we will publish this without regard to politics or political parties and focus on the realities of what this major shift means for Americans. It has profound impact on the way we live our lives.

CEOFCFO: What other ways are you using to attract interest to the publication?

Mr. Valenzano: What we try to do is intensify our efforts with organizations and associations who have known us for many years; those that grew up with us. We give them special incentives, discounts, to subscribe. The subscription, a full year of Exceptional Parent is only \$15.95 and that includes our Annual Resource Guide, which is kind of like the bible of the disabilities field. It contains

information about where you can get help, organizations, associations, state, local and federal agencies, as well as advocacy groups. It is organized by disability, and it contains names, addresses, telephone numbers, fax, and email addresses, so it is kind of a valuable tool for people to have. This would be true, particularly if you were a young parent who maybe has a son who has just been diagnosed with a disorder, because you will find resources in our guide, which is published in January, both online and in print. We are trying to formulate relationships with major entities like WebMd and some other sources to take what we have built and convert it to a digital platform. It is not unreasonable to say, "Boy it would be great if we could pull it down in a hand-held device, and that, I can assure you is coming. That will be in our lives soon and I think it has been an exciting transformation for us.

CEOFCFO: Do you take editorial positions or strictly present information?

Mr. Valenzano: We rarely ever take an editorial position on a subject. We try to present all sides of the story in fair balance. On occasion however, there are issues that we do take a position on, and expanded newborn screening is one of those. In addition, there is the Ashley Treatment with administering unnecessary growth hormones to people with disabilities; something we believe is just not acceptable. So we will take issues with those kinds of actions, but you can count on one hand the number of times that we have come forward and said in our opinion this is the way it needs to be done. The Orphan Drug Act is certainly one of the ones that we were championing, because we think there needs to be some incentives for research companies, pharmaceutical and biotechnology companies, to conduct meaningful research and develop products and services to treat rare disorders that do not affect a large number of our population, but are devastating to children. So we have taken stances on those situations, but as a general rule we try to just divorce ourselves and keep fair balance.

CEOFCFO: What is the financial picture like for EP Global Communications today?

Mr. Valenzano: We are in the midst of restructuring our entire financial position. We have an agreement in principal with our lead creditors and we hope to secure some significant grants from the government on the work that we continue to do. So I would say that I am cautiously optimistic about our ability to withstand the general economic climate and the challenges that it presents and continue to grow.

CEOFCFO: Do you do much investor outreach?

Mr. Valenzano: Not much at all. We are too busy developing the platforms that we managed to develop, but that is high on our radar. We want to be able to do that in concert with the implementation of a well orchestrated financial plan.

CEOFCFO: In closing, why should the investment community consider EP Global Communications?

Mr. Valenzano: First of all we are one of a kind. We do good work and part of that is eliomoscinary in nature, but there is also the potential for significant upside growth. This is because the value of our stock has never been lower. It is ridiculously low at the level it is right now and anyone would tell you that. So there is, in my opinion, nothing but upside potential. At our World Congress on Disabilities in Dallas Texas this year is our keynote speaker Admiral Mike Mullen, the Chairman of the Joint Chiefs of Staff. So we are looking forward to that event and think it is going to be very exciting. The other reason why I think investors should take a look at us is it is not a great leap of faith to see the transition from print to digital has been effectuated very smoothly. In addition, we have a number of products in the pipeline to come out. We also have great relationships with our major clients, which include people like Mass Mutual, IBM and Verizon, Pfizer, UCB Pharma, Medtronics and others which are household names. What we do is fulfilled by a significant need that exists in our community and we do it with credibility. We make money and we help a lot of people....and it doesn't get any better than that. That is the reason why people should look at us.



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