

Executive Decision Sponsors Lifestyle Expo in NYC

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The response to the launch of Greenwich-based *Executive Decision* (XD) magazine last January has been overwhelming, according to Editorial Director Bianca Wren.

XD helps chairmen, CEOs, presidents and other senior-level executives make better decisions by offering pragmatic, concise information and solutions about technology, marketing, finance, legal issues, human resources, commercial real estate and more.

"We have grown exponentially through readership and advertisers alike. The upcoming September issue is 60 percent thicker than any previous issue, to be precise," she said Tuesday.

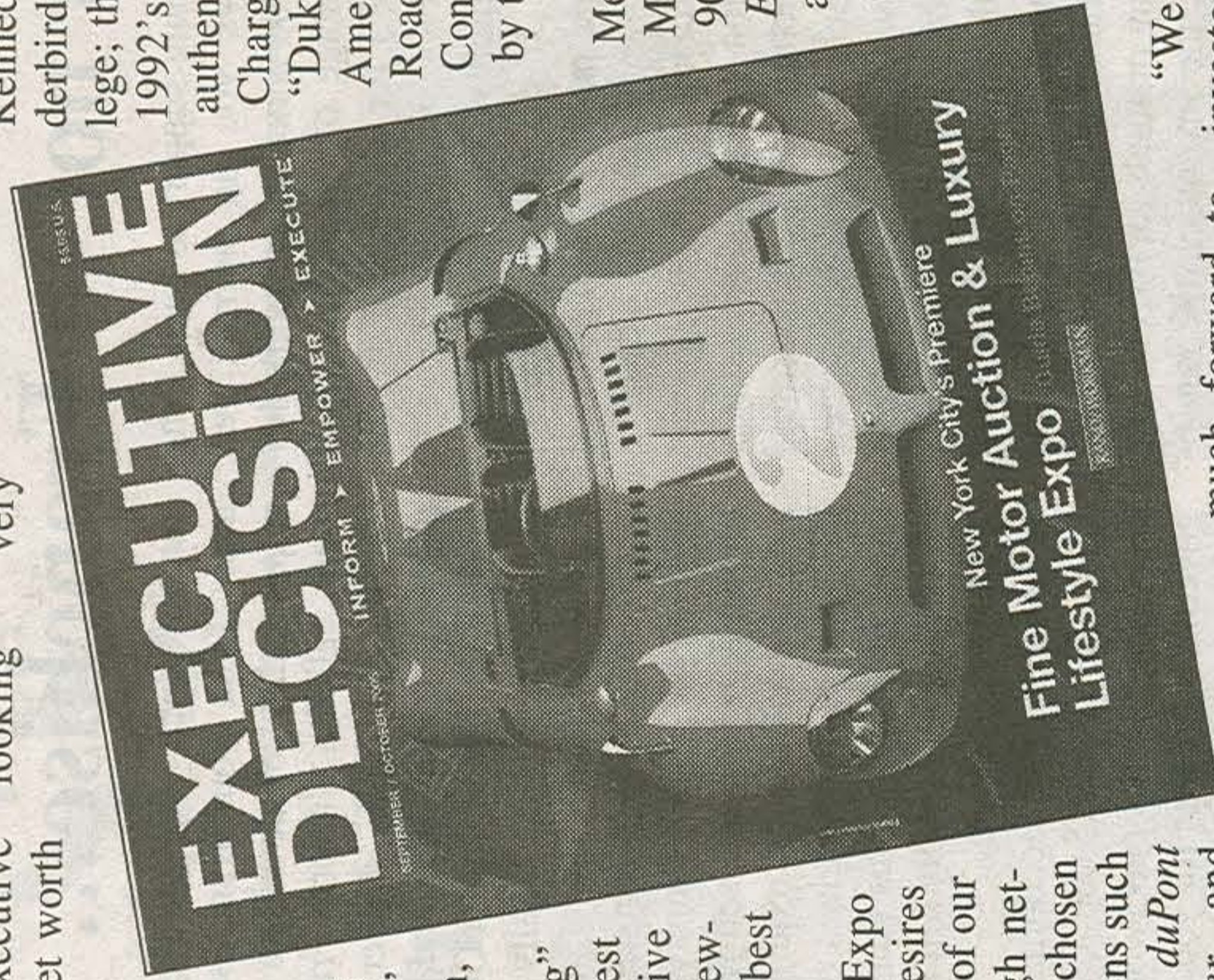
September marks another milestone for the magazine. XD is the official show guide producer and media sponsor for the Rand/Workman Fine Motor Auction & Luxury Lifestyle Expo, which will be held in New York City at West Side Piers 92 and 94 on Sept. 9-11.

"When we launched *Executive Decision* for the C-level executive and realized these high-net worth individuals were interested in more than business information, we brought in the "Executive Living" section and have experienced enormous success with it," said Lord Phillip Wren, CEO and publisher.

The "Executive Living" section showcases the finest luxury resorts, exclusive homes, spas, motorcars, jewels, jets — in general, the best the world has to offer.

"The Rand/Workman Expo epitomized our readers' desires for luxury living. Because of our targeted circulation of high net-worth readers, we were chosen over established publications such as the *Robb Report*, *The duPont Registry*, *Elite Traveler* and *Hamptons* magazine to publish the official show guide for such a prestigious event.

"As a car aficionado, I am looking very



up for auction are: John F. Kennedy Jr.'s 1988 Ford Thunderbird, which he drove in college; the original Batmobile from 1992's "Batman Returns"; the authentic "General Lee" Dodge Charger from the TV show "Dukes of Hazzard"; 1907 American Underslung Roadster; and a 1960 Bentley Continental convertible owned by the late Jayne Mansfield.

Phillip actually sold two Mercedes and a rare Bentley Mulsanne S., of which only 909 were made, to invest in *Executive Decision*. It was a worthwhile investment and as he and his staff get ready to put the sixth and final issue of 2005 to bed, Wren is ready to take the company to the next level.

"We are currently seeking investor funding. Expansion is inevitable; the speed of this growth merely depends on the infusion of venture capital versus

our continuation of private success," he said.

This month also marks the launch of an upgraded Web site www.execdecision.com. As of Sept. 5, visitors will be able to research previous articles, request information on services and products advertised in each issue and submit ideas for Success Stories to the editorial department.

"And speaking of success stories, following the launch of our inaugural issue was the most delightful launch of all...the birth of our daughter, Lady Willow Olivia Wren, in Greenwich Hospital.

"We are simply overjoyed; the most irresistible sight is the love and care showered on the baby by her 13-year-old, over-protective, big brother Alex. Absolutely enchanting," Wren said.

For information about the Rand/Workman Fine Motor Auction & Luxury Lifestyle Expo and to get tickets, visit www.rand-workman.com.