

Press Contact:

Jocelyn Weiss

The Morris + King Company

(212) 561-7464

jocelyn.weiss@morris-king.com

BELIEFNET.COM AND CHICKEN SOUP FOR THE SOUL® JOIN FORCES TO LAUNCH AND PUBLISH EXCLUSIVE CO-BRANDED DAILY NEWSLETTERS

**Largest Spiritual Website and Top Inspirational Content Provider
Team Up to Better Serve Dedicated Audience**

Beliefnet to Launch Twelve Additional Newsletters in 2006

New York, NY – January 30, 2006 – Beliefnet, Inc., the largest spirituality and faith website, and online community and Chicken Soup for the Soul, the bestselling series of inspirational short stories, announced today that they have joined forces to publish an exclusive *Chicken Soup for the Soul* daily online newsletter.

Since the partnership began in August, the newsletter's circulation has soared to 550,000, with the goal of garnering 1,000,000 subscribers within 12 months. As part of the deal, Beliefnet.com has also launched a dedicated, co-branded *Chicken Soup for the Soul* section of the site featuring inspirational stories. The page can be accessed at www.beliefnet.com/features/chickensoup.html

"In this media-saturated, hyper-stressful and volatile world, people have a tremendous thirst for inspiration," says Steven Waldman, editor-in-chief and CEO of Beliefnet. "Chicken Soup for the Soul has been providing hope and encouragement to millions of people for years, and one of the main things Beliefnet readers want is a sense of meaning and inspiration."

Added Russ Kamalski, Chief Operating Officer for Chicken Soup of the Soul, "We're very excited about being able to bring more 'servings' of Chicken Soup to our audience through our partnership with Beliefnet.com. Additionally, Beliefnet's vast network and dedicated users will allow us to now nourish and introduce Chicken Soup to new people on a daily basis."

Beliefnet also plans to add to their compendium of newsletter offerings this year. Following are some of the topics that will be covered: "spiritual, non-religious" organic-living demographic; faith and spirituality in entertainment and pop culture; enriching the faith lives of evangelical Christians; and hope and tools for those suffering with depression.

About Beliefnet

Beliefnet is the largest religion and spirituality website, according to Media Metrix, attracting 2.5 million unique visitors per month. More than 5.5 million people subscribe to Beliefnet's daily email newsletters, accounting for more than 11 million subscriptions. Beliefnet also operates Soulmatch, a faith-oriented online dating service and has just published a series of "Beliefnet Guides" with Doubleday press. Additionally, Beliefnet regularly partners with ABCNews World News Tonight on its religion and spirituality coverage. Beliefnet is independent and not affiliated with a particular religion or spiritual movement. Beliefnet, Inc. is a privately held company funded by employees, individual investors, Softbank Capital and Blue Chip Venture Company.

About Chicken Soup for the Soul

Created by Jack Canfield and Mark Victor Hansen, internationally known motivational speakers, the first Chicken Soup for the Soul® books were published on June 28, 1993, and instantly became a hit. With more than 100 million copies sold, 101 titles and 37 languages, Chicken Soup for the Soul® has made international publishing history. One or more titles in the Chicken Soup for the Soul® series have been on the New York Times bestseller list in the "How to/Advice/Miscellaneous" category consistently. There have been at least eight Chicken Soup for the Soul® titles simultaneously in the top fifty on the USA Today best-selling books list.