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BIG SUR NAMED “BEST OF AMERICA” BY *READER’S DIGEST MAGAZINE*

PLEASANTVILLE, NY (April 21, 2005) – Big Sur has been named “Best of America” by the editors of *Reader’s Digest* magazine. This celebration of the wacky, wonderful and truly unique is featured in the May issue, on newsstands now.

The editorial team of *Reader’s Digest* scoured the country to compile the second annual “America’s 100 Best” issue, naming the 100 best people, places, ideas and innovations found only in America. After speaking to hundreds of experts and ordinary folk, the editors tested, tasted and debated everything from the **Best New Pet Product** to the **Best Apple Pie** to the **Best Hip New Music**. The resulting list is organized into six categories – Legacies, Passions, Adventure, Innovation, Time Off and Connections.

“Our aim with this issue is to spotlight hidden treasures, great products, cool trends and inspiring stories that show what’s extraordinary about this country,” said *Reader’s Digest* Editor-in-Chief Jackie Leo. “Last year was the first time we attempted such an ambitious undertaking and we clearly struck a chord with readers, making this one of our bestsellers.”

Big Sur is honored with the “Best of America” for Best Marathon Moment: Mile 13, Big Sur International Marathon. At mile 13, as runners descend Hurricane Point and prepare to cross Bixby Bridge, they’re greeted by a tuxedo-clad pianist at a Yamaha grand, playing soothing classical music.

Readers are invited to log onto www.rd.com/best to voice their opinions and nominate entries for next year’s list.

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ABOUT READER’S DIGEST

Reader’s Digest reaches about 100 million readers worldwide each month. The magazine celebrates ordinary people doing extraordinary things, and delivers a compelling mix of humor, personal service and other human-interest stories. *Reader’s Digest* is published in 19 languages and 48 editions worldwide.