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CONTACT:
Kevin Strauss, M.E.
Now or Never, LLC
Phone: 410-772-8274
info@familyejournal.com

Family eJournal Implements Fee Based Subscription Service

Columbia, MD – September 2, 2003, Now or Never, LLC announced that effective today at 12:01 a.m. Family eJournal will be a fee based subscription service.

Since going live in January 2003, Family eJournal has enjoyed a steady increase in traffic and subscribing families. Spanning more than a dozen countries, it is clear that the eJournal has found its way into the homes of families around the globe. In order to continue bringing this valuable service and new features to the world's families, Now or Never has decided to convert FEJ to a fee based subscription service.

Now or Never's rationale is simple. A fee based service will allow FEJ to operate an interactive, helpful and entertaining website without the need for advertising on the site, pop-up windows, spam and other annoying tricks of the trade. In addition, steady revenue will provide the resources to bring new and exciting features to their subscribers.

Now or Never will charge \$25 per family for a six-month subscription and this fee is payable using a major credit card via a direct, secure online transaction. Once a subscription is established the Family Leader may add unlimited Family Members for free and all features are available to those members.

Family eJournal is an interactive website that promotes family closeness by providing a simple way for family members to express their thoughts and feelings to one another. Family eJournal's goal is to improve family connectedness by allowing parents and their children to share through online, guided communication. Subscribing families span all age ranges and demographics, from mother/daughter to families that include in-laws and cousins. FEJ is especially useful for families dealing with divorce and separation, adoption and foster care.

For more information visit our website at <http://www.familyejournal.com>.