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MAY 08 2024  
BY: .....

262-796-8776  
www.Kalmbach.com

21027 Crossroads Circle  
P.O. Box 1612  
Waukesha, WI 53187-1612

May 1, 2024

The Wisconsin Department of Workforce Development  
Dislocated Worker Unit  
P.O. Box 7972  
Madison, WI 53707  
WIOATitleI@dwd.wisconsin.gov

Paul Farrow  
Waukesha County Executive  
515 W. Moreland Blvd., AC 320  
Waukesha, WI 53188  
countyexec@waukeshacounty.gov

Mayor Shawn Reilly  
201 Delafield Street- 3rd Floor  
Waukesha, WI 53188

Re: Notice of Mass Layoff

Members of the Dislocated Worker Unit, County Executive Farrow, and Mayor Riley:

Kalmbach Media Co. ("Kalmbach Media" or "the Company") will be conducting a mass layoff at its office located at 21027 Crossroads Circle, Waukesha WI, 53186. The layoff is in connection with a sale of Kalmbach Media assets to Firecrown Media Inc. ("Firecrown").

Subject to Firecrown's right to hire affected employees, the layoff is expected to result in the permanent termination of employment for up to 67 Kalmbach Media employees who work at or report to the Crossroads Circle facility. The Company expects to eliminate positions of these employees (who are not hired by Firecrown) on or about July 1, 2024. None of the employees at the facility are represented by a union, and there are no bumping rights available to any of the employees.

Attached is a list of the job titles of positions affected by the layoff, the number of affected employees within each job title, and the anticipated layoff date for each position. If you need additional information, please contact Sarah Horner, Vice President Human Resources at 262-796-8776 or [shorner@kalmbach.com](mailto:shorner@kalmbach.com) or myself at [dhickey@kalmbach.com](mailto:dhickey@kalmbach.com).

This letter provides the information required under Wisconsin's Business Closing and Mass Layoff Law (Wis. Stat. § 109.07), and the Worker Adjustment and Retraining Act (29 U.S.C. § 2101, *et. seq.*), if applicable. In addition, we are notifying all affected employees regarding this layoff.

Sincerely,

A handwritten signature in black ink that reads 'Dan Hickey'.

Daniel F. Hickey  
CEO - Kalmbach Media Co.

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| Job Title                              | Number of Employees | Layoff Date | BY: .....<br>Company Location Address       |
|--|---------------------|-------------|---|
| Ad Production Specialist               | 1                   | 7/1/2024    | 21027 Crossroads Circle, Waukesha WI, 53186 |
| Advertising Sales Rep                  | 1                   | 7/1/2024    | 21027 Crossroads Circle, Waukesha WI, 53186 |
| Assistant Design Director              | 3                   | 7/1/2024    | 21027 Crossroads Circle, Waukesha WI, 53186 |
| Assistant Digital Editor               | 2                   | 7/1/2024    | 21027 Crossroads Circle, Waukesha WI, 53186 |
| Assistant Editor - Trains.com          | 1                   | 7/1/2024    | 21027 Crossroads Circle, Waukesha WI, 53186 |
| Assistant Video Editor                 | 1                   | 7/1/2024    | 21027 Crossroads Circle, Waukesha WI, 53186 |
| Associate Editor                       | 4                   | 7/1/2024    | 21027 Crossroads Circle, Waukesha WI, 53186 |
| Associate Producer                     | 1                   | 7/1/2024    | 21027 Crossroads Circle, Waukesha WI, 53186 |
| Business Analyst                       | 1                   | 7/1/2024    | 21027 Crossroads Circle, Waukesha WI, 53186 |
| Circulation Director                   | 1                   | 7/1/2024    | 21027 Crossroads Circle, Waukesha WI, 53186 |
| Design Director                        | 1                   | 7/1/2024    | 21027 Crossroads Circle, Waukesha WI, 53186 |
| Digital Editor                         | 1                   | 7/1/2024    | 21027 Crossroads Circle, Waukesha WI, 53186 |
| Digital Marketing Designer             | 1                   | 7/1/2024    | 21027 Crossroads Circle, Waukesha WI, 53186 |
| Digital Marketing Director             | 1                   | 7/1/2024    | 21027 Crossroads Circle, Waukesha WI, 53186 |
| Digital Marketing Specialist           | 1                   | 7/1/2024    | 21027 Crossroads Circle, Waukesha WI, 53186 |
| Digital Marketing Specialist, Products | 1                   | 7/1/2024    | 21027 Crossroads Circle, Waukesha WI, 53186 |
| Director of Design & Production        | 1                   | 7/1/2024    | 21027 Crossroads Circle, Waukesha WI, 53186 |
| Director of Digital Strategy           | 1                   | 7/1/2024    | 21027 Crossroads Circle, Waukesha WI, 53186 |
| Director, Trains.com                   | 1                   | 7/1/2024    | 21027 Crossroads Circle, Waukesha WI, 53186 |
| E-Commerce Buyer                       | 1                   | 7/1/2024    | 21027 Crossroads Circle, Waukesha WI, 53186 |
| eCommerce Marketing Manager            | 1                   | 7/1/2024    | 21027 Crossroads Circle, Waukesha WI, 53186 |
| Editor                                 | 4                   | 7/1/2024    | 21027 Crossroads Circle, Waukesha WI, 53186 |
| Editor - Classic Trains                | 1                   | 7/1/2024    | 21027 Crossroads Circle, Waukesha WI, 53186 |
| Editor - CTT/Sr Production Editor      | 1                   | 7/1/2024    | 21027 Crossroads Circle, Waukesha WI, 53186 |
| Editor - Plastics Modeling Brand       | 1                   | 7/1/2024    | 21027 Crossroads Circle, Waukesha WI, 53186 |
| Editorial Assistant - Astro & DSC      | 1                   | 7/1/2024    | 21027 Crossroads Circle, Waukesha WI, 53186 |
| Email Marketing Coordinator            | 1                   | 7/1/2024    | 21027 Crossroads Circle, Waukesha WI, 53186 |
| Email Marketing Manager                | 1                   | 7/1/2024    | 21027 Crossroads Circle, Waukesha WI, 53186 |
| Executive Producer, Trains.com         | 1                   | 7/1/2024    | 21027 Crossroads Circle, Waukesha WI, 53186 |
| Group Editorial Associate              | 1                   | 7/1/2024    | 21027 Crossroads Circle, Waukesha WI, 53186 |
| Group Lead                             | 1                   | 7/1/2024    | 21027 Crossroads Circle, Waukesha WI, 53186 |
| Illustrator                            | 2                   | 7/1/2024    | 21027 Crossroads Circle, Waukesha WI, 53186 |
| Librarian                              | 1                   | 7/1/2024    | 21027 Crossroads Circle, Waukesha WI, 53186 |
| Marketing Coordinator                  | 1                   | 7/1/2024    | 21027 Crossroads Circle, Waukesha WI, 53186 |
| Marketing Specialist                   | 1                   | 7/1/2024    | 21027 Crossroads Circle, Waukesha WI, 53186 |
| New Business Marketing Specialist      | 1                   | 7/1/2024    | 21027 Crossroads Circle, Waukesha WI, 53186 |
| Producer - Trains.com                  | 1                   | 7/1/2024    | 21027 Crossroads Circle, Waukesha WI, 53186 |
| Production Editor                      | 1                   | 7/1/2024    | 21027 Crossroads Circle, Waukesha WI, 53186 |
| Production Specialist                  | 2                   | 7/1/2024    | 21027 Crossroads Circle, Waukesha WI, 53186 |
| Retention and Fulfillment Manager      | 1                   | 7/1/2024    | 21027 Crossroads Circle, Waukesha WI, 53186 |
| Sales Support Specialist               | 1                   | 7/1/2024    | 21027 Crossroads Circle, Waukesha WI, 53186 |
| Senior Editor                          | 5                   | 7/1/2024    | 21027 Crossroads Circle, Waukesha WI, 53186 |
| Senior Production Editor - Astro & DSC | 1                   | 7/1/2024    | 21027 Crossroads Circle, Waukesha WI, 53186 |
| Senior Trade Sales/Service Rep.        | 1                   | 7/1/2024    | 21027 Crossroads Circle, Waukesha WI, 53186 |
| Software Architect                     | 1                   | 7/1/2024    | 21027 Crossroads Circle, Waukesha WI, 53186 |
| Sr. Associate Editor                   | 1                   | 7/1/2024    | 21027 Crossroads Circle, Waukesha WI, 53186 |
| Sr. Digital Marketing Designer         | 1                   | 7/1/2024    | 21027 Crossroads Circle, Waukesha WI, 53186 |
| Staff Writer - Astronomy               | 1                   | 7/1/2024    | 21027 Crossroads Circle, Waukesha WI, 53186 |
| Staff Writer - Trains.com              | 1                   | 7/1/2024    | 21027 Crossroads Circle, Waukesha WI, 53186 |
| Trains.com Marketing Manager           | 1                   | 7/1/2024    | 21027 Crossroads Circle, Waukesha WI, 53186 |
| Video Producer - Trains.com            | 1                   | 7/1/2024    | 21027 Crossroads Circle, Waukesha WI, 53186 |
| WordPress Developer                    | 1                   | 7/1/2024    | 21027 Crossroads Circle, Waukesha WI, 53186 |