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Everybody will buy one, they hope

by Susan English Staff writer

Yet another men's magazine has entered an already crowded market niche, and we suppose folks will buy this one for the articles, too.

The second volume of Ego (Everybody's Got One) hit the magazine racks this month and includes articles by Howard Rosenberg, the media critic for the L.A. Times, ESPN host Roy Firestone, and senior political consultant Brad O'Leary.

Ego also contains plenty of barely clad women in silly settings -- thongs on a camping trip? Please.