



For Immediate Release

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Wind Point Partners Portfolio Company Active Interest Media, Inc.

Completes Acquisition of Yachting Promotions, Inc.

Chicago, IL March 20, 2006 – Active Interest Media, Inc. (“AIM”) today announced the acquisition of Yachting Promotions, Inc. (“YPI”). AIM was formed by Wind Point Partners, a private equity investment firm with offices in Chicago, IL and Southfield, MI, in partnership with CEO Efram “Skip” Zimbalist III in October 2003. The Jordan, Edmiston Group, Inc. (JEGI), a leading investment banking firm for the media and information industries, provided advisory services to AIM on this transaction.

YPI produces and manages five major annual boat shows and is best known as the producer of the Fort Lauderdale International Boat Show, the largest in-water boat show in the world. The Fort Lauderdale International Boat Show, which YPI produces for the Marine Industry Association of South Florida, displays over \$1.6 billion worth of boats and accessories, draws more than 100,000 visitors annually and generates over \$650 million of boat and accessory sales each year. YPI is headquartered in Fort Lauderdale, FL and, in addition to the Fort Lauderdale International Boat Show, produces and manages the Miami Yacht and Brokerage Show, the Palm Beach Boat Show, the St. Petersburg Fall Show and the Suncoast Boat Show.

An Aerial View of a portion of the Fort Lauderdale International Boat Show is shown below...



“Yachting Promotions is a premier consumer event business and an excellent strategic fit for Active Interest Media,” said Skip Zimbalist, AIM’s CEO. “We reach enthusiasts through an integrated media set of magazines, events, the Internet, television, books and videos. The acquisition of YPI greatly strengthens our consumer show capabilities, and in addition, adds boating as a new AIM industry category for growth and acquisition.” Entry into the boating category also leverages

Mr. Zimbalist's previous experience as CEO of Times Mirror Magazines, where he was responsible for *Yachting*, *Saltwater Sportsman* and *Motorboating* magazines, in addition to numerous other titles.

"Skip has assembled an excellent team at Active Interest Media since Wind Point's investment," said Jim TenBroek, managing director at Wind Point Partners. "The marine industry is huge, healthy and growing, and Wind Point is excited to continue its support of Skip and AIM's strategy of acquiring companies within the marine industry as well as in other consumer enthusiast areas."

Scott Peters, Managing Director, JEGI said, "Skip Zimbalist and his team worked very hard in completing this complicated transaction and it will serve as a very valuable business within Active Interest Media's portfolio."

Newstar Financial and CapitalSource Finance arranged debt financing for the transaction. Legal services were provided by Dickinson Wright, PLLC.

About Wind Point Partners

Wind Point Partners (www.wppartners.com) is a private equity investment firm with over \$1.8 billion in capital under management and locations in Chicago, IL and Southfield, MI. Wind Point's strategy is to team with top caliber CEOs to acquire solid middle market businesses with a clear path to value creation. Wind Point has an excellent track record of success, and has invested in more than 80 companies since 1984. Additional information about Wind Point is available through its Web site.

About Active Interest Media, Inc.

AIM (www.aimmedia.com) owns and acquires enthusiast media and events. Headquartered in El Segundo, CA, the company publishes a number of leading consumer enthusiast magazines, including *Southwest Art*, *Vegetarian Times*, *Better Nutrition*, *Log Home Design*, *Log Home Living* and *Black Belt*. In conjunction with its magazines and events, AIM produces and markets videos, books and other related media. Additional information about Active Interest Media is available through its Web site.

About The Jordan, Edmiston Group, Inc.

Founded in 1987, JEGI (www.jegi.com) is recognized as a leading provider of investment banking services on middle-market transactions in the media and information industries. JEGI's client base comprises a wide array of media and information companies, including global US and international diversified conglomerates and entrepreneurial businesses. JEGI also maintains extensive relationships with private equity funds and lending institutions that invest in the media and information industries.

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