



# For Immediate Release

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## Yoga Journal Has Been Acquired by Active Interest Media

### *Country's Top Yoga Media Company Consumer Is Added to Diverse Portfolio of Specialty Magazines, Events and Electronic Media Holdings*

**New York, NY September 5, 2006** – Yoga Journal has been acquired by Active Interest Media, Inc. (AIM), as announced today by AIM President and Chief Executive Officer Efram “Skip” Zimbalist III. This acquisition will add to AIM’s growing portfolio of enthusiast magazines, consumer shows, books and Web sites. The terms of the transaction were not disclosed. The Jordan, Edmiston Group, Inc. (JEGI), the New York-based middle-market media investment banking firm, represented Yoga Journal in this transaction.

Yoga Journal ([www.yogajournal.com](http://www.yogajournal.com)) is a multi-platform media company that produces an award-winning magazine, highly successful conferences, and bestselling books and DVDs. Since 2000, ad revenue for the magazine has quadrupled, while circulation has tripled to 331,000 (ABC audited). In the last five years, the magazine has won four Folio Editorial Excellence Awards for “Best Health and Fitness Magazine” in the country. The magazine is published internationally in Russia, Italy, Brazil, Spain, Thailand, Hong Kong and Singapore.

In addition, the company holds three or more conferences annually, each attracting up to 1,500 people, and the company’s Web site, [yogajournal.com](http://yogajournal.com), was recently named by Forbes as “the Web’s most expansive and impressive yoga site.”

According to Mr. Zimbalist, whose previous experience includes CEO of Times Mirror Magazines, “We have long admired Yoga Journal. It is an outstanding publication and represents the very best of the kinds of properties we seek to acquire – highly successful niche media companies with great future growth. We are thrilled to have acquired Yoga Journal and look forward to working with the company’s great team.”

Andy Clurman, COO of AIM, said, “Yoga Journal will join our Healthy Living Group, which includes *Vegetarian Times*, *Better Nutrition* and *Optimum Wellness* magazines. In combination, we will reach millions of enlightened consumers that are leading the natural health and wellness movement.”

John Abbott, CEO of Yoga Journal, added, “I looked long and hard to find a home for Yoga Journal that would respect the historical integrity of the company, while providing the necessary funding and management to build all its media divisions into the peerless multi-platform media company dedicated to yoga. I am thrilled to join the AIM family and look forward to a prosperous and bright future.”

Mr. Abbott will remain at Yoga Journal as Executive Director.

### **About AIM**

Based in El Segundo, CA, AIM ([www.aimmedia.com](http://www.aimmedia.com)) is a dynamic media company that serves a base of loyal constituents through print, event and online products, which connect consumers with their passions. The company was formed in October 2003 by Mr. Zimbalist and the private equity investment firm Wind Point Partners.

In addition to its Healthy Living Group, the company publishes *Southwest Art*, *American Cowboy*, *Log Home Design*, *Log Home Living*, *Timber Home Living*, *Building Systems* and *Black Belt* magazines. AIM creates and markets videos and books and produces 12 television shows on log homes and more than two dozen building seminars.

In March of 2006, the company acquired Yachting Promotions, Inc., which produces five major boat shows in Florida, along with numerous other special events. This division is best known as the producers of the Fort Lauderdale International Boat Show, the largest boat show in the world.

### **About Wind Point Partners**

Wind Point Partners ([www.wppartners.com](http://www.wppartners.com)), located in Chicago, IL and Southfield, MI, is a private equity investment firm with over \$1.8 billion in capital under management. Wind Point's strategy is to team with top caliber CEOs to acquire 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.

### **About Yoga Journal**

Founded in 1975, Yoga Journal ([www.yogajournal.com](http://www.yogajournal.com)) is the country's premier multi-platform media company dedicated to yoga and publisher of the most widely read yoga magazine in the world. The company, which is based in San Francisco, holds several sell-out conferences a year and produces many best-selling yoga books and DVDs.

### **About JEGI**

Founded in 1987, JEGI ([www.jegi.com](http://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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