

Yoga Journal to Publish Digital Issue for Earth Day

San Francisco, CA (December 10, 2007) – In honor of Earth Day, Yoga Journal (yogajournal.com), the country's most widely read yoga publication, will offer its May 2008 issue in a digital format. Subscribers will be able to convert their regular printed issue to a digital one by signing up at yogajournal.com and will receive their issue via email on April 2, 2008. Zinio (zinio.com), the leading digital publishing platform for magazines and books, will convert the edition.

"There is no better way for a magazine to celebrate Earth Day than to offer our readers a fully digital edition," says Bill Harper, VP and Group Publisher of Active Interest Media's Healthy Living Group, which publishes *Yoga Journal*. "This is an excellent opportunity not only to lighten our carbon footprint, but to offer readers a chance to experience *Yoga Journal* in a new way with audio and video downloads. It also offers advertisers great added value— including the ability to track reader response and imbed rich media."

Readers of the digital edition will be able to click on photos or links in articles and go directly to the featured products. Downloadable music clips from a special "Yoga Mixes" feature will be available, as well as an audio download of various interviews that appear in the issue.

In addition, the company will email the digital issue to more than twice its regular rate base and will allow the issue to be emailed from friend to friend. Says Harper, "We are acting like a new-school record company, allowing a cut from a new album to reach as many people as possible with the hope that they will come back to buy the album or other songs."

An ad for the digital issue will appear in the February issue of *Yoga Journal*.

Vegetarian Times, another Active Interest Media magazine, will also be offering a digital version of its April issue.

For every issue that is converted to a digital format, *Yoga Journal*, together with Trees for the Future, will plant a tree in India — the birthplace of yoga — up to 5,000 trees.

Yoga Journal's Digital Issue (continued)

ABOUT YOGA JOURNAL AND AIM:

Yoga Journal (yogajournal.com) is the largest-circulation yoga magazine in the country. Founded in 1975, it has tripled its paid circulation to 350,000. Yoga Journal holds several conferences a year, including its annual Colorado conference. It also produces many best-selling yoga books, videos, and DVDs.

In September 2006, the magazine was acquired by Active Interest Media, Inc. (aimmedia.com). Based in El Segundo, California, AIM is a consumer enthusiast media company that serves a base of loyal constituents through print, event and online products. The company was formed in October 2003 by Efreem "Skip" Zimbalist III and the private equity investment firm Wind Point Partners.

In addition to its Healthy Living Group—which includes *Yoga Journal*, *Vegetarian Times*, *Better Nutrition*, *Optimum Wellness* and *Backpacker*—the company also publishes *Southwest Art*, *American Cowboy*, *Log Home Design*, *Log Home Living*, *Timber Home Living*, *Building Systems*, *Black Belt* magazines and *Yachts International*. AIM produces and markets videos and books and produces 12 shows on log homes and more than two dozen building seminars. The company also produces the Fort Lauderdale International Boat Show®, the largest boat show in the world.

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