

## Active Interest Media Wins Five Folio Awards

### Wins in Every Nominated Category

El Segundo, CA (September 25, 2007) - Active Interest Media, Inc. ([www.aimmedia.com](http://www.aimmedia.com); AIM) has won five Folio Awards in recognition of editorial and online excellence, winning in every category for which the company was nominated:

\* Yoga Journal Magazine ([www.yogajournal.com](http://www.yogajournal.com)), won the Silver in the "Best Full Issue" in the Consumer: Health/Fitness category. The magazine has previously won four Folio Awards for "Best Health and Fitness Magazine" in the country as well as the top award for "Best Consumer Publication."

\* Backpacker Magazine ([www.backpacker.com](http://www.backpacker.com)), won the Bronze for "Best Full Issue" in the Consumer: Enthusiast category, and the Gold for the "Online: Best Tool" category. AIM acquired Backpacker from Rodale in May 2007.

\* Vegetarian Times ([www.vegetariantimes.com](http://www.vegetariantimes.com)), won the Bronze for "Best Full Issue," Consumer: Epicurean category.

\* Wild Oats Magazine won the Bronze for "Best Full Issue," Custom Publication (6x-plus/year) category.

"We are honored to win these five Folio Awards," says Efrem "Skip" Zimbalist III, CEO of AIM. "Our mission is to publish the finest consumer enthusiast publications, both in print and on the web. We are thrilled that the Folio Awards have recognized this achievement."

Yoga Journal, Backpacker, Vegetarian Times and Wild Oats are part of AIM's Healthy Living Group, whose magazines and websites are dedicated to improving the health and well-being of its readers through healthy eating and fitness.

More than 3,000 entries were submitted. A full list of nominees can be found at <http://www.foliomag.com/>

#### About AIM:

Based in El Segundo, California, AIM ([www.aimmedia.com](http://www.aimmedia.com)) is a multi-platform media company that serves a base of loyal constituents through print, event, and online products that connect consumers with their passions. Efrem Zimbalist III and the private equity-investment firm Wind Point Partners formed the company in October 2003.

AIM operates four divisions: Healthy Living, Marine, Homebuyer, and Western Art and Living. The company publishes 13 market-leading magazines and websites, including Yoga Journal, Vegetarian Times, Backpacker, Better Nutrition, Optimum Wellness, Wild Oats, Southwest Art, American Cowboy, Log Home Design, Log Home Living, Timber Home Living, Building Systems, Black Belt, and Yachts International magazines.

In addition to magazines, AIM produces and markets category-leading DVDs, books, yoga conferences, log-home shows, and more than 24 building seminars.

Through its Yachting Promotions, Inc. division, AIM produces six major boat shows in Florida including the Fort Lauderdale International Boat Show(r), the largest boat show in the world.

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