

Yoga Journal Newsstand Circulation Soars

Grows 13.4% in One Year

March 15, 2007 (San Francisco, CA) – Active Interest Media (www.aimmedia.com) today announced substantial gains in newsstand sales for its flagship health title, Yoga Journal. From 2005 to 2006, newsstand circulation grew 13.4%, and averaged over 100,000 copies in newsstand sales per issue, according to the December 2006 Audit Bureau of Circulation Fas-Fax.

"The continued growth of Yoga Journal's newsstand numbers in such a remarkably competitive environment reflects yoga's growth and vitality," said Barbara Besser, Group Circulation Director of AIM's Healthy Living Group, which includes Yoga Journal, Vegetarian Times, Better Nutrition, and the custom publications Optimum Wellness and Wild Oats magazine.

According to the 2006 Fall MRI numbers, over 1.2 million new people began practicing yoga from the prior year alone, bringing the total number of yoga practitioners to 10.46 million people, an increase of 144% since 2001.

Yoga Journal is the number-one seller in Wild Oats, and second in Whole Foods and in Barnes & Noble in the Health and Fitness category. In addition, the magazine widely outsells its competitors on the newsstand, including Health, Natural Health and Body & Soul. It also outsells magazines not in its category, including Entertainment Weekly, Wired and Elle Décor.

About AIM:

Based in El Segundo, California, Active Interest Media, Inc. (www.aimmedia.com) is a dynamic media company that serves a base of loyal constituents through print, event and online products. The company was formed in October 2003 by Efrem "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 Wild Oats Magazine -- 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.

In March of 2006, the company acquired Yachting Promotions, Inc. YPI and its Show Management operations produce five major boat shows in Florida along with numerous other special events. It is best known as the producer of the Fort Lauderdale International Boat Show®, the largest boat show in the world.

For more information, contact Dayna Macy,
415-591-0555 X304, dmacy@aimmedia.com