

Yoga Journal Publishes Mainland China Edition

San Francisco, CA (June 12, 2007) — Yoga Journal (www.yogajournal.com), the country's most widely read yoga magazine, has just published a mainland China edition in Mandarin. Under a licensing agreement with Titan Sports Media (<http://titan.sports.tom.com>), based in Beijing, Yoga Journal China will be published 12 times a year.

Titan Sports Media is the largest sports publisher in China. Their other properties include Golf Digest, Outside, and other sports newspapers and magazines.

The Chinese edition is Yoga Journal's eighth international edition. Others include Italy, Russia, Spain, Thailand, Hong Kong, Singapore, and Brazil.

About Yoga Journal:

Yoga Journal (www.yogajournal.com) is the largest-circulation yoga magazine in the country with 350,000 paid circulation and over one million readers per issue. 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. (www.aimmedia.com). Based in El Segundo, California, AIM is a 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 14 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.

In March 2006, the company acquired Yachting Promotions, Inc. YPI and its show management operations produce five major boat shows in Florida including the Fort Lauderdale International Boat Show(r), the largest boat show in the world.

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

