

YACHTS INTERNATIONAL NAMES INDUSTRY VETERAN AS NEW EDITOR-IN-CHIEF

FOR IMMEDIATE RELEASE

(April 10, 2013) Veteran yachting journalist and editor Kenny Wooton has joined Active Interest Media's *Yachts International* as editor-in-chief. He will oversee the title's editorial department and digital properties and will work to advance its position as the most successful luxury yacht publishing brand in the world.

"Kenny is a proven leader and editorial visionary who will accelerate our group's overarching goal of developing the most engaging brands in the markets they serve," says Gary De Sanctis, Vice President and General Manager of the Active Interest Media Marine Group. "We're overjoyed he's accepted the position."

Wooton's journalism career began in newspapers and has spanned more than 30 years. His vocation and his lifelong passion for boats and boating converged in 1987 at *Soundings* and *Soundings Trade Only* where he was a staff writer and copy editor. From there he moved to *Boating* as associate technical editor and then to *Yachting*, where he spent 11 years as senior editor, executive editor and editor-in-chief. Since leaving that title in 2003, he has served as executive editor of *ShowBoats International* and as U.S. editor of London-based *The Superyacht Report*. Most recently, he has worked as a freelance writer and editor specializing in superyachts and luxury lifestyle topics. He is a member of the New York Yacht Club and is an avid outdoorsman.

"I'm thrilled to have the opportunity to take a respected brand to the next level in a highly competitive market," says Wooton. "The yachting industry is emerging from one of the most challenging periods in its history. By providing *Yachts International's* readers the highest quality print and online products available, we intend to help lead the industry to new heights."

Veteran editor Jill Bobrow will continue in the key role of editor-at-large, focusing on the superyacht segment.

Former editor-in-chief Cecile Gauert is pursuing other endeavors.

Kenny Wooton will be based out of the *Yachts International* headquarters in Fort Lauderdale, Florida, and can be reached at 502-718-4112 or kwooton@aimmedia.com.

About Active Interest Media

Based in El Segundo, CA, Active Interest Media (www.aimmedia.com) is a leading publisher of enthusiast magazine, consumer shows, books and Internet sites. AIM's five publishing groups include Healthy Living, Marine, Home Buyer, Outdoor and Equine Group. The company publishes 40 magazine and numerous websites, including *Yoga Journal*, *Backpacker*, *Vegetarian Times*, *SNEWS® American Cowboy*, *Log Home Living*, *Soundings*, *Dressage*, *Sail*, *Power & Motoryacht* and others. AIM

produces and markets conferences, DVDs and books, and produces log-and-timber home shows and seminars. The company also produces the Fort Lauderdale International Boat Show®, the largest boat show in the world. The company was formed in October 2003 by the private equity investment firm Wind Point Partners and by Skip Zimbalist.