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**New Track Media Launches Quilter's Club of America**  
*Enthusiast magazine publisher announces new affinity club for quilters*

*Winterset, Iowa, October 10, 2007* - New Track Media, LLC , the consumer enthusiast publishing platform formed by Boston Ventures and Stephen J. Kent, announced today that it has expanded its holdings by launching an affinity club devoted to quilters. The [Quilters Club of America](#) is dedicated to enhancing members' knowledge, skill, and enjoyment of quilting by providing many exclusive benefits, services, and products to them.

"Affinity membership programs in other hobby areas have been extremely successful," New Track Media Vice President Joel Toner commented. "The QCA package offers a tremendous line up of benefits to members, with value far beyond the amount of the membership fee." Programs like QCA also benefit partnering companies by increasing brand recognition and web site traffic for them. "Partnering with the Quilters Club of America is a unique way to gain exposure to dedicated quilters," New Track Media President and CEO Steve Kent added.

Hobby quilters who join QCA receive a membership package that includes a special Fons & Porter DVD of 101 quilting tips from the popular "Tip Table" on "Fons and Porter's Love of Quilting" public television show, all four 2008 issues of the new *Easy Quilts* magazine, a collection of sample notions, discounts at online shops including Keepsake Quilting and Jo-Ann stores, and rebates on sewing machines and quilt tours. Perhaps even more exciting, QCA members have unlimited access to QNNtv.com, the broadband quilting television channel, where members can watch hundreds of TV quilting show episodes, on demand, 24 hours a day, seven days a week.

New Track has partnered with Jo-Ann Stores, Quilt in a Day, Keepsake Quilting, Baby Lock, American professional Quilting Systems, Husqvarna Viking and many others to provide a membership package that brings quilters tremendous value, access to products available nowhere else, and exclusive offerings on new products.

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## **About New Track Media**

New Track Media was founded in 2006 by Stephen J. Kent and Boston Ventures. The company's goal is to build a premier consumer enthusiast publishing platform in a range of special interest subject areas. In its first year, New Track completed three acquisitions: Sky Publishing, publisher of *Sky & Telescope* magazine, headquartered in Cambridge (MA); *Fons & Porter's Love of Quilting* based in Winterset (IA); and *The American Woodworker* located in Eagan Minnesota. In 2007 New Track acquired QNNtv, the broadband television channel devoted to quilting. New Track Media's headquarters are in Cambridge (MA).

## **About Boston Ventures**

Boston Ventures Management, LLC ([www.bostonventures.com](http://www.bostonventures.com)) is a private equity firm that has been an active investor and financial partner to management teams in the media, entertainment, publishing, and information and communication sectors since 1983, earning the firm a franchise position in the private equity community. Some of Boston Venture's investments in its twenty year history have included the National Enquirer, CAMP Systems, River City Broadcasting, Survey Sampling International, Six Flags Amusement Parks, Marshall & Swift, Panavision and Motown Records.

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