



NEWS

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JAS Technical Media Joins the NEP Team

November 12, 2007 – JAS Technical Media has been appointed the exclusive media representative in North America in the Midwest and West Coast territories for Tokyo-based NEP (New Electronic Products), a Thomas International publication serving the Japanese Electronics Industry. JAS Technical Media LLC is an advertising sales network and technical communications consulting company formed by industry veterans Steven Wirth and Joshua Israelsohn. This current appointment follows the earlier announcement made by Reed Business Information regarding representation of EPN, EPN France, ECN Asia and China as well as WDD Asia and China. In addition to the Reed International Electronics titles, JAS also represents PowerPulse.net which is part of the Darnell Group.

“We are excited to be adding the experienced sales professionals at JAS to the NEP team,” stated Ichiro Suzuki, President and Herb Weikes, International Sales Director. “In partnership with JAS Technical Media, we look forward to bringing increased value and innovation to our advertisers looking to target the lucrative Japanese market.”

“We are thrilled to be working with NEP, which has provided valuable product information to Japanese engineers for over 25 years and a number of outstanding options for advertisers to achieve their sales and marketing objectives,” said Wirth.

Before co-founding JAS, Steven Wirth was Group Publisher of the Technology Group at Advantage Business Media. Along with Steven, the advertising sales side of JAS Technical Media includes Terry McCoy, Jr., formerly a Group Vice President with Reed Business Information, and Nancy Bateman-Kocsis, a former National Sales Manager with Reed Business Information. The JAS team has over 65 years of experience in all aspects of publishing.

Joshua Israelsohn holds an SBEE from MIT and has 15 years experience in assembled product and IC design, primarily in the areas of precision measurement and audio circuits. For six years, he was the Technical Editor at EDN Worldwide for analog design, analog ICs, Communications Physical Layer, MEMS/MOEMS and power ICs and discretetes. Joshua is focusing his efforts on the consulting business which will launch at the end of this year.

New York-based Thomas International Publishing Company (TIPCo), a subsidiary of Thomas Publishing Company, LLC, manages global media and information resources throughout Europe, India, and China and maintains joint ventures with regional media partners in Japan and Latin America. The company’s International Magazine Group coordinates a global media sales network in support of Thomas International publications and online media.