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NEWS

Electronics-industry publishing veteran Aimee Kalnoskas joins JAS Technical Media.

January 14, 2008 – JAS Technical Media today announced that Aimee Kalnoskas has joined the firm as a Senior Partner. JAS Technical Media LLC is a technical-communications consulting company and advertising-sales network formed by industry veterans Joshua Israelsohn and Steven Wirth. Ms. Kalnoskas will be working with Mr. Israelsohn in the consulting business.

Ms. Kalnoskas brings to JAS Technical Media 24 years experience in the electronics and scientific trade press. She's held senior roles in editorial management and publishing operations including, most recently, Editor-in-Chief at ECN Magazine and Strategic Editorial Director at Wireless Design & Development. Ms. Kalnoskas has also served as Creator and Editorial Director of a successful series of online electrical-engineering tutorial presentations.

"We're very excited to have someone of Aimee's caliber and experience join JAS Technical Media's consulting practice," said co-founder Joshua Israelsohn. "Aimee brings much sought-after content-generation and operations expertise for both online and print channels that will strengthen our service portfolio. She also adds important creative skills to our new-service creation and delivery efforts."

"Based on my 15 years work experience with Aimee, I look forward to the energy and creativity she brings to our management team," added co-founder Steve Wirth.

"Having worked with Joshua and Steve in the past, I know that these individuals' professionalism, focus, and talent are the qualities that will make JAS Technical Media successful," said Kalnoskas. "I'm looking forward to applying my skills and experience to solving customers' technical-communications challenges."

JAS Technical Media provides consulting and support services worldwide that focus on improving electronics companies' abilities to generate and deliver quality technical information for their customers and the industry trade press. The company also operates an ad-sales network with access to international and unique properties in North America, Europe, and Asia.

Before co-founding JAS Technical Media, Israelsohn was the Technical Editor at EDN Worldwide for analog, design, analog ICs, Communications Physical Layer, MEMS, and power ICs and discrettes. Mr. Israelsohn holds an SBEE from MIT and has more than 15 years experience in assembled product and IC design. Steven Wirth was Group Publisher of the Technology Group at Advantage Business Media.