

For Immediate Release

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Spanfeller Media Group Launches Site Targeting Active Lifestyle Market *Award Winning Editor John Rasmus to Helm New Venture*

New York, NY (December 16, 2011)—Targeting consumers passionate about active sports, fitness, travel, and adventure, Spanfeller Media Group (SMG), led by renowned digital content pioneer Jim Spanfeller, has announced the launch of [eKADIA](#).^{*} The new website will deliver inspiring, practical and informative content on all elements of an active lifestyle, including outdoor and adventure sports, fitness training and events, and coverage of related news, gear and destinations. John Rasmus—one of the most accomplished editors in the field —has been named editorial director of the site, which is slated to go live in the first quarter of 2012.

Replicating the successful content model of [The Daily Meal](#)—SMG's first site devoted to all things food and drink, which launched in January 2011 and already boasts two million unique monthly visitors—eKADIA will be a one stop destination for sports like running, climbing, biking, kayaking, surfing and swimming, as well as downhill skiing, snowboarding and more. Core components will include instructional videos, health information, inspirational photos, guides, travel advice and gear.

"From reviews of the latest affordable running shoes to insights on the best gear to ski the Rockies or climb Mt. Rainier, this site will fill a gap for the vast numbers of consumers engaged in an active lifestyle," said Spanfeller. "We are extremely fortunate to have John lead the editorial development."

Rasmus has left a significant imprint at a number of prestigious media companies. He was editor of *Outside* magazine; founding editor of *Men's Journal*; and founding editor-in-chief of *National Geographic Adventure*. During John's tenure the magazine amassed 12 National Magazine Award nominations and won the award four times. Rasmus holds the distinction as the only editor to win the National Magazine Award for General Excellence at three separate magazines. A graduate of Boston University with a B.S. in Journalism, Rasmus began his career at *Chicago* magazine. He also taught magazine writing and editing at the Medill School of Journalism at Northwestern University.

"What is unique is that this site will be all encompassing," said Rasmus. "Whether they are weekend hikers or lifelong triathletes, we are creating a valuable and inspirational resource for consumers who are passionate about being active." said Rasmus. "The name eKADIA updates the mythical land of Arcadia — a place of natural, unspoiled beauty — for the digital world. eKADIA will be a destination for active people who want to challenge themselves, be inspired, and live life to the fullest."

^{*}eKADIA is a working title.

About Spanfeller Media Group

Founded in June 2010 by Jim Spanfeller, the Spanfeller Media Group brings media into the digital age through premium subject-specific content. Its first site, The Daily Meal launched in January 2011 and already is among the largest food sites on the Web. eKADIA is the second vertical content site of the venture-backed company.

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