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QNNtv Launches New Site Featuring Video-On-Demand

Broadband television channel QNNtv.com opens library of 1000s of videos to viewer members for on demand viewing.

Winterset, Iowa, October 9, 2007 - QNNtv, LLC, announces the launch of an all-new QNNtv.com Web site today, making the largest library of quilting video anywhere available to viewers whenever they wish to watch—on demand.

QNNtv (previously known as Quilters News Network) is the Internet television network devoted to quilting, answering this special interest group's need to control distribution of educational quilting programming. "The key to the health of our industry is in educating quilters. We must keep them excited by teaching them special techniques and keeping them up to date on tools, fabric lines, designers, and books . . . everything under the quilting sun," says Jodie Davis, president of QNNtv. "Today, the Internet offers simply the widest distribution channel available—ever. Our reach is worldwide. In fact 30% of our viewers are from outside the United States."

QNNtv's impressive video library grows monthly. Made-for PBS shows such as "Quilt in a Day," "Fons & Porter's Love of Quilting," "Sewing with Nancy," "Quilting from the Heartland," "Kaye's Quilting Friends," "Linda's Longarm Quilting," and "America Quilts Creatively" form the backbone of the programming. Shows that previously saw limited airtime enjoy a dedicated audience on QNNtv, as do videos made especially for QNNtv, such as "Do You EQ?" "Designing by Thread," and QNNtv-produced guest spots and new product reports from spring and fall International Quilt Market. With QNNtv controlling the airwaves, anyone who wishes to produce video quilting instruction can.

"We are in the unique position of being *the* place for quilting video," Davis explains. "With our new video delivery format answering viewers requests for programming on their schedule, and our tremendous library, we are now positioned to make the network a success in every way, and thereby continue to contribute immensely to our industry."

Outside the quilting industry, in fact, video distribution via the Internet as a boon for special-interest groups is a hot topic everywhere. The hookup between New Track Media and QNNtv means avid quilters will be very much in the new media loop. "As early adopters of the Internet for networking and communication, quilters will be all over broadband television," commented Marianne Fons, co-host of "Fons & Porter's Love of Quilting,"

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, Massachusetts; *Fons & Porter's Love of Quilting*, based in Winterset, Iowa, 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, Massachusetts.

About Boston Ventures

Boston Ventures Management, LLC (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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