

STEPHEN GIANNETTI JOINS TAUNTON PRESS TO HEAD SALES and AD MARKETING



Newtown, CT (July 26, 2010)...The Taunton Press, whose brands include Fine Homebuilding, Fine Cooking, Fine Gardening, Threads, Fine Woodworking, and CraftStylish, said today they have hired Stephen P. Giannetti as Senior Vice President, Advertising. The announcement was made by Taunton's President, Sue Roman.

"Steve is an exceptional marketing and advertising professional with a proven track record in building profitable properties through integration and innovation," said Ms. Roman. "We are extremely pleased to have Steve join Taunton to help grow our businesses, expand our presence in the marketplace, and create new opportunities for advertisers to benefit from."

The Taunton Press is a unique, innovative company that's dedicated to serving a highly engaged market of home design, home-building, gardening, cooking, fiber, and woodworking enthusiasts. Taunton creates magazines, books, websites, videos, and digital media that reflect the shared passion of its staff, authors and readers. Taunton's award-winning products are known for their high-value and high-quality content.

"I'm thrilled to be working at Taunton. They are an outstanding company with great brands, great relationships with their audiences, and a real vision for the future of our business," said Mr. Giannetti. "I believe there is huge potential for more advertisers to benefit by what Taunton brings to the table and I'm excited to be leading the team that will take that message to market."

Mr. Giannetti, whose previous experience includes SVP/Global Media National Geographic Society, Publisher, Prevention Magazine, and advertising sales management positions with the Reader's Digest, joins Taunton from a consulting position with Nature Publishing Group. He begins at Taunton on August 9, 2010.

**For more information please contact John Baroody at 203-304-3891,
fincookingpr@taunton.com**

