

# Press Release

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## **NueMedia and AWI form eMedia Partnership** *WoodIQ.com to Publish Green Matters*

**Stoughton, Wisconsin – May 2, 2011:** NueMedia, LLC announced it has established a formal eMedia agreement with AWI (Architectural Woodwork Institute). Under the terms of this agreement the Wood Group of NueMedia, LLC which includes [WoodIQ.com](http://WoodIQ.com) and [FinishingIQ.com](http://FinishingIQ.com) will now publish their *Green Matters* IQ Alert in cooperation with AWI.

According to Philip Duvic, Executive Vice President of AWI, “We envision this eMedia agreement will provide numerous benefits for AWI and its members. There is no secret to the fact that AWI supports and promotes sustainable business practices. By leveraging the superior ePublishing expertise of NueMedia’s Wood Group, we expect the *Green Matters* project will provide AWI with the means to communicate more efficiently and to a larger industry audience.”

In addition to all of the AWI members, *Green Matters* will be distributed to the 31,000+ members of the [WoodIQ.com](http://WoodIQ.com) and [FinishingIQ.com](http://FinishingIQ.com) communities. The first joint issue will be published in May with four issues to follow in 2011. The 2012 publishing schedule will be announced in Q4 of 2011.

“AWI is the third major industry association partnering with NueMedia on an eMedia project. This agreement also marks our fifth strategic partnership with a leading industry group since our formation just a little more than a year ago. Along with [productIQ](#), the industry’s only product-based buyer’s guide, and our DIPs, there can be no doubt that the Wood Group of NueMedia is the premier online information provider to the professional woodworker,” Jay Schneider, Community Evangelist for [WoodIQ.com](#) and [FinishingIQ.com](#) commented.

The content of *Green Matters* is dedicated exclusively to issues that relate to sustainability and best practices that support “Green” applications for companies in the commercial woodworking industry. Blog articles linked to [WoodIQ.com](#) and [FinishingIQ.com](#), news items specific to AWI and editorial contributions from AWI will be included as well. The exact blend of editorial will be determined on an issue by issue basis.

To find out more about sponsorship and advertising opportunities in *Green Matters* contact Jay Schneider at [jay@woodIQ.com](mailto:jay@woodIQ.com) or +1.262.682.0550

### **About NueMedia, LLC**

[NueMedia, LLC](#) provides Digital Information Portals, [DIPs] that eliminate the need for existing static trade magazines. Through the use of information technology, the NueMedia model replaces these traditional physical assets [marketplace] used to disseminate information vital for decision making in a particular industry or business segment with highly personalized, dynamic,

digitally based environments [marketspace], that unite buyers with sellers whenever and wherever they choose.

### **About AWI**

[The Architectural Woodwork Institute \(AWI\)](#) is a nonprofit trade association founded in 1953. Today, AWI represents nearly 4,000 members consisting of architectural woodworkers, suppliers, design professionals and students from around the world. For more information about AWI membership contact Phil Duvic at +1.571.323.3636 or [pduvic@awinet.org](mailto:pduvic@awinet.org).