



FOR IMMEDIATE RELEASE
January 13, 2021

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1-800-Flowers.com founder Jim McCann to launch media holding company

Clarim Media to combine existing media operations and serve business leaders, entrepreneurs, technologists, investment professionals, and non-profits with curated content and exclusive events

NEW YORK, NEW YORK: Jim McCann, the founder and chairman of 1-800-Flowers.com (NASDAQ: FLWS) today announced the launch of Clarim Media, a growing collection of media brands that reach highly influential audiences across the private, public and non-profit sectors.

Clarim Media brings together three companies acquired by Clarim Holdings over the past three years which include: Worth®, Techonomy® Media and CDX. The company will look to acquire additional properties that serve similar audiences with high quality editorial products.

The newly formed organization will be led by Josh Kampel, who previously served as CEO of Techonomy Media. Executive leadership will continue at each brand including Juliet Scott-Croxford as CEO of Worth; David Kirkpatrick, founder & Editor in Chief of Techonomy and Drew Ianni general manager of CDX.

Veteran journalist Jim Ledbetter, former Editor-in-Chief of Inc. will join Clarim Media as Chief Content Officer and be responsible for developing new editorial products and identifying ways to leverage editorial resources across the brands. Ledbetter will also continue to produce the FIN newsletter, which he launched earlier this year to focus on the fintech industry.

“As the media industry continues to evolve, this move puts us in a position for growth.” says Jim McCann “The team and brands we have assembled over the past few years provide a great foundation to build upon.”

Clarim Media CEO, Josh Kampel added, “By combining the three media brands, I am confident that we will be able to better serve our communities, our partners, and our employees. I am excited to find new and creative ways to engage our audiences in meaningful conversations about the major forces at work in business and society.”

Clarim Media will be a division of Clarim Holdings, whose direct investments also include a strategy and communications firm, Copperfield Advisory; a talent business, The Second Shift; a leadership development firm, Ascent Leadership Networks; and private-aviation services company, Luxury Aircraft Solutions.

For more information on Clarim Media, visit www.clarim-media.com