

Interweave Press Takes Interweave Crochet Magazine to Frequency in Fall 2007

Publication taps Kim Werker as Editor

Loveland, Colorado, December 29, 2006: Interweave Press, one of the nation's leading craft media companies with businesses centering on magazine and book publishing, interactive media, and events for craft enthusiasts, announced today it will be increasing the publishing frequency of Interweave Crochet magazine from a semi-annual special-interest publication (SIP) to a quarterly, subscription-based publication, beginning with the fall 2007 issue.

Additionally, Interweave Press has named Kim Werker the editor of Interweave Crochet, beginning with the spring 2007 issue, on newsstands April 10, 2007. Ms. Werker, the founding editor of Crochetme.com online magazine, will oversee editorial direction of Interweave Crochet, which provides today's crocheters with inspirational ideas and projects for creating their own distinctive style through their handiwork. Ms. Werker will collaborate with Marilyn Murphy, Interweave Press president, to implement the creative vision of the magazine.

"The popularity and demand for Interweave Crochet has grown by leaps and bounds since we launched it as an annual SIP in 2004," said Ms. Murphy. "Making the change to a subscription quarterly will allow us to better address the needs of our advertisers and meet the demands of our readers for more contemporary crochet patterns and editorial coverage about the crochet craft and community."

In addition to her magazine responsibilities, Ms. Werker will contribute to the development of Interweave Crochet editorial content for other Interweave Press LLC distribution platforms, including Interweave's websites and other interactive media. She also will represent the magazine on national and local television and radio shows and will publish a book about the crochet craft under the Interweave Press book group in fall 2007. The book, "Crochet Me: Projects and Inspiration for the Crochet Revolution," is a collaboration with many designers from the popular website. Crochetme.com will continue to be a powerful force for pushing the boundaries of crochet, featuring user-generated content and many resources for new and experienced designers.

"I am thrilled to be joining Interweave Crochet as we take the publication to the next level," says Ms. Werker. "The magazine has struck a chord with readers who want a fresh editorial voice in the world of crochet and smart, stylish designs that are far from stodgy. In this latest issue, we deliver the perfect mix of classic and contemporary fashion design in a range of techniques and projects to represent all level of crochet, as well as entertaining coverage of the state of the industry."

In taking Interweave Crochet to frequency, Interweave Press will have the largest footprint in the fiber crafts publishing arena, publishing six subscription magazines in the major categories of knitting, crochet, embroidery, needlework, spinning and weaving. These publications are Interweave Knits, Interweave Crochet, Piecework, Spin-Off, Handwoven, and Fiberarts.

"We are now in a position to offer advertising and marketing clients the opportunity to reach even more enthusiasts at different stages of their skills and interests through our newly integrated Fiber Media Group, which will include multiple platforms: magazine and book publishing, integrated marketing, interactive media, and broadcast programming," stated Clay Hall, CEO of Aspire Media, Interweave Press's parent company.

The Interweave Press Fiber Media Group will provide advertisers and business partners with unique and creative opportunities to effectively market relevant products and services by offering:

- Unrivaled exposure through advertising in its responsive, targeted magazines;
- Increased efficiency through multi-title advertising programs;
- Comprehensive marketing programs utilizing its customized databases;
- Assistance in the development and execution of online advertising and marketing programs in conjunction with the Interweave Press Fiber Media Group online properties.

About Interweave Crochet

Interweave Crochet is devoted to the creative possibilities of crochet, with fresh, smart, and stylish designs contributed by some of the most respected crochet designers in the country. For crocheters, knitters, and new crafters exploring the hook for the first time, there's something for all skill levels, all occasions, and all personalities with designs ranging from clothing and accessories to home décor. Website: www.interweavecrochet.com

About Interweave Press, LLC

Interweave Press, a unit of Aspire Media, is one of the nation's leading craft media companies with businesses centering on magazine and book publishing, interactive media, and events for craft enthusiasts. The Interweave Press Publishing Group features 11 subscription magazines and many more special interest publications. Interweave Press has more than 200 books in print and annually publishes about 30 best selling, how-to craft books on the same subjects as the company's magazines. Additionally, Interweave Press operates eight annual craft enthusiast events and has an extensive Internet presence that includes nearly 30 web sites.

Linda Ligon founded the company in the 1970s when she began publishing Handwoven and Spin-Off magazines. Since then, the company has grown to employ more than 100 people throughout the country, with corporate headquarters located in Loveland, Colo. For more information on Interweave Press, please visit www.interweave.com or call 970-669-7672.

About Aspire Media, LLC

Aspire Media is an acquirer and operator of consumer enthusiast media and is focused on building a multi-platform media company. Aspire was founded by Clay B. Hall, an experienced publishing professional and former owner-operator of enthusiast magazines, with the backing of private equity firms Frontenac Company (www.frontenac.com) and Catalyst Investors (www.catalystinvestors.com). Aspire is actively pursuing acquisitions of enthusiast media companies that impart "how-to", "where-to", and "when-to" information to participants involved in crafts, hobbies and certain other special interests. For more information on Aspire Media, please visit www.aspire-media.com or call 970-613-6628.

SOURCE: INTERWEAVE PRESS, LLC

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