

Eunny Jang Named Editor of *Interweave Knits* Magazine



Loveland, Colo., March 12, 2007: Interweave Press announced today that Eunny Jang, knitwear designer and popular knitting blogger, will be the new editor of *Interweave Knits* magazine, effective March 15. The announcement was made by Interweave Press President Marilyn Murphy at the same time as her announcement that *Interweave Knits* editor Pam Allen is resigning to pursue other interests in the needlecraft industry. *Interweave Knits*, celebrating its 10th anniversary this year, has experienced several consecutive years of phenomenal newsstand growth, and its subscribers have grown by more than 25 percent in the last year and by more than 200 percent in the last five years.

Ms. Murphy says, “Eunny Jang is the perfect match to be the new editor of *Knits* and to build on Pam Allen’s success. She totally understands Interweave’s sensibility and aesthetic, and she has incredible respect in the knitting community among designers, enthusiasts, and a new generation of knitters who are active online. As a contributor to *Knits*, Ms. Jang has connected with readers across a wide range of subject matters. She is beyond brilliant in her understanding of knitting techniques, and we are confident she will continue to forge the indelible bond *Knits* has with its readers.”

Ms. Jang says, “Residing as the editor of *Interweave Knits* is my dream job—it’s an iconic category leader, and I’m absolutely thrilled to have the opportunity to work on it. I’m looking forward to leading *Knits* into the future, as we bring the magazine’s reputation for excellence to Interweave’s other media platforms including books, online, and television.”

Ms. Jang, who has been a knitter since age 4, is the author behind the popular blog *See Eunny Knit* (www.eunnyjang.com/knit/), which since its inception in 2005 has been a must-read for online knitting enthusiasts, averaging 10,000 unique visitors per day. She also is working on a knitting technique book to be published by Interweave Press in fall 2008.

Prior to her freelance career as a blogger, knitwear designer, and crafts and food writer for such publications as *Knits* and *DC Style*, Ms. Jang worked in various sales, marketing, and media relations positions for MCI, CeraTech Inc., and Susan Davis International. Beyond knitting, Ms. Jang is a foodie, a runner, a scuba diver, and a wakeboarder, and is a passionate Yankees fan. Ms. Jang will telecommute with the *Knits* editorial staff in Loveland, Colo. from her home in Rockville, Md.

In announcing Ms. Allen’s resignation, Ms. Murphy said, “Under Pam Allen’s direction *Interweave Knits* became a market leader by establishing itself as the “thinking knitters” magazine. Pam and the magazine’s talented staff of editors and designers created better knitters everywhere. Our relationship with Pam is strong and time-tested—we plan on seeing many of her designs in issues to come. Ms. Allen has *Knits* planned through the Fall 2007 issue as well as the planning for the special issue *Knits Holiday Gifts*.”

“Leaving *Knits* is bittersweet,” said Ms. Allen. “I’ve loved being the editor of the magazine for the past four years, yet I’m also looking forward to working in the industry from another vantage point, and to having time to do more designing.”

Ms. Allen joined Interweave Press in 2003 as editor of *Interweave Knits*. During her tenure she helped launch sister publications *knitscene*, *Interweave Crochet*, and last year’s debut *Knits Holiday Gifts*, an annual special-interest publication. Ms. Allen also has written several books for the Interweave Press book publishing group, including the best-selling *Scarf Style*, and she coauthored with Ann Budd *Wrap Style*, *Lace Style*, and *Bag Style* (Fall 2007).

Interweave Knits is currently positioned as the category leader in a needlecraft industry that reaches one out of every three U.S. women and has annual sales of \$1.07 billion. More than 1,500 local yarn shops sell *Knits* in the United States and the publication has national distribution at Barnes & Noble, Borders, Target, and Wal-Mart stores nationwide.

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Source: Interweave Press LLC

Websites: www.interweave.com, www.interweaveknits.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, broadcast programming, and events for craft enthusiasts. The Interweave Press Publishing Group features 14 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 websites. 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 multiplatform 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.

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