

INTERWEAVE PRESS ACQUIRES BEAD EXPO, A LEADING INTERNATIONAL BEAD BAZAAR AND SHOW

Interweave Press, publisher of *Beadwork* and *Stringing* magazines, expands its footprint in the bead market with the acquisition of a respected tradeshow/ consumer show/ bead bazaar.

Loveland, Colo., January 12, 2006: Interweave Press, LLC announced today that it has acquired the assets of Bead Expo from its founder, Recursos de Santa Fe, the owner and operator of the prestigious annual event for the past 14 years. Bead Expo launched its first show in 1992 in Santa Fe, N.M., where it has held the show many times. The expo has also exhibited in Miami, Fla. and San Antonio, Texas. In 2006, the show and bazaar will take place in Charleston, S.C. from May 17-21 at the Charleston Area Convention Center & Embassy Suites Hotel, 5055 International Blvd., North Charleston, S.C.

"Bead Expo is a well established, highly respected event and we are thrilled with the opportunity this provides *Beadwork* and *Stringing* magazines to participate more directly in the vibrant community that Bead Expo has established over the years," says Linda Ligon, founder and creative director of Interweave Press.

"The access to a larger group of bead enthusiasts and bead merchants that *Beadwork* and *Stringing* can provide is very exciting and will allow Bead Expo to connect even more craftspeople with sellers of beads and beading materials," added Giesela Happe, trade show director for Bead Expo. Happe, who has directed and managed Bead Expo since its inception, will continue as Bead Expo's director based in Santa Fe, N.M.

Marlene Blessing, editor in chief of *Beadwork* magazine says, "While the show has grown significantly over the years, it has retained its reputation as the industry's highest-quality show, in part because of the selective process they employ to screen appropriate exhibitors and because of the popular and informative educational workshops they present."

Clay Hall, CEO of Aspire Media, the parent company of Interweave Press, says, "Developing and acquiring in-person events is a key component of Aspire Media's approach. Aspire's strategy," says Hall, "is to acquire and develop related media around our strong magazine franchises and the acquisition of Bead Expo by Interweave Press is a good example of the way we'd like to build our business."

Ellen Bradbury, the executive director of Recursos de Santa Fe, says, "My primary concern was finding the best possible home for Bead Expo. I wanted the event to be in good hands and with people who share our values of high aesthetics and customer satisfaction. Interweave Press approached us about acquiring the event and I'm confident that they will build on our success."

About Bead Expo

Bead Expo is widely considered the premier event in the bead industry. Bead Expo's reputation and success can be attributed to its highly respected workshops, its quality exhibitors, and its committed and impassioned attendees. The event is really three events: a bazaar, workshops, and symposium. One feature that sets Bead Expo apart from other shows is the educational symposium offered in partnership with the Society of Bead Researchers. The bazaar showcases an incomparable feast of beads and adornments from around the world, with more than 150 booths selling top-quality merchandise. It includes beautiful and unusual beads ranging in price from a few cents to thousands of dollars, from contemporary creations to antiques. In addition to

beads, the bazaar also features findings, tools, books, videotapes, personal accessories, contemporary and ethnic jewelry, and fabrics. The bazaar attracts both wholesale and retail buyers. In 2006, Bead Expo will host 85 different workshops with classes focused on a variety of media, techniques, and skill levels taught by well-known instructors.

About Interweave Press

Interweave Press has provided need-to-know information to committed craft hobbyists for more than 30 years. Linda Ligon launched the company's first magazine titles, *Handwoven* and *Spin-off*, in the 1970s and, in the 1990s, the company launched *Interweave Knits*, *Beadwork*, and *PieceWork* magazines. In 2004 the company acquired *Fiberarts*, a 30-year-old art magazine. Interweave Press also publishes numerous best selling, how-to craft books on the same subjects as the company's magazines. 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 publisher of consumer enthusiast magazines. Founded by Clay B. Hall, an experienced publishing professional and former owner-operator of enthusiast magazines, Aspire is actively pursuing acquisitions of enthusiast media companies that impart "how-to," "where-to," and "when-to" information to participants involved in certain hobbies and other special interests. For more information on Aspire Media, please visit www.aspire-media.com or call 970-669-7672.

About Frontenac Company

Frontenac Company is a Chicago-based private equity investment firm with more than \$1 billion under active management. Through its CEO1st[®] investment approach, Frontenac teams with proven executives to acquire and grow middle market companies in a range of industries. Frontenac has extensive experience meeting the needs of owner-operators as they address complex transition issues, spanning liquidity, executive team enhancement, and growth. Frontenac is an active investor in the publishing and information services market having invested in 3E Company, an information services provider; 101Communications, a B2B publisher; and ypOne Publishing, a mid-sized independent yellow page publisher. Frontenac investors include institutions, pension funds and individuals in the United States and Europe. For more information on Frontenac, please visit www.frontenac.com or call 312-368-0044.

About Catalyst Investors, LP

Catalyst Investors, LP is a New York-based private equity fund focused on traditional and emerging segments of the media and communications industries. Catalyst invests in build-up, buyout, and growth opportunities in small- and medium-sized businesses. The fund is managed by a successful team of investment professionals, who have spent their entire careers advising, lending and investing in the media and communications industries. For more information on Catalyst, please visit www.catalystinvestors.com or call 212-863-4848.

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