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FOR IMMEDIATE RELEASE

Bead Expo Launches Pre-Show Preview Blog

Oakland, Calif. and Loveland, Colo., March 9, 2007: The **Beadwork Bead Expo** Pre-Show Preview blog is now live at: www.beadexpo.blogspot.com.

Bead Expo is one of the largest consumer bead shows in the United States and it makes its debut at The Marriott Oakland City Center and the Oakland Convention Center in Oakland, Calif., April 11-15, 2007.

With the tag line "Get in the Know Before the Show," the blog offers a fun and easy way for registered and interested attendees to get more detailed information on the new products, services, and special events before the main event.

Blog participants include many of the show's vendors and exhibitors, bead artists, workshop instructors, and editorial staff from Interweave Press and Beadwork magazine.

Bead Expo's website—the official site for advance registration to participate in any of the five days of workshops or the weekend Symposium—is www.beadexpo.com.

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About *Beadwork* Bead Expo:

Beadwork Bead Expo is widely considered the premier event in the bead industry. Bead Expo launched its first show in 1992 in Santa Fe, N.M., and was acquired by Interweave Press LLC in 2006 from its founder, Recursos de Santa Fe. The expo also has exhibited in Miami, Florida; San Antonio, Texas; and Charleston, South Carolina. Bead Expo's reputation and success can be attributed to its highly respected workshops, its quality exhibitors, and its committed and impassioned attendees.

About Interweave Press LLC:

Interweave Press, a unit of Aspire Media, is one of the nation's leading media companies with businesses in 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 published once or twice a year. 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 8 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.