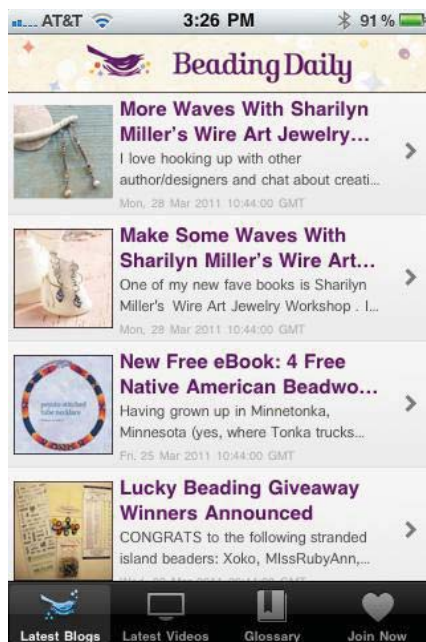




***Beading Daily* App for Jewelry Making Enthusiasts Now Available for Free Download in Apple's App Store**

App Designed for iPhone and iPod Touch Brings Jewelry Making Tools and Instruction to the Mobile User, Featuring Video, Projects, Expert Advice, and More

Loveland, Colo., April 8, 2011 – Interweave, one of the largest producers of digital content, magazines, books, and videos for beaders and jewelry-making enthusiasts, announced today that it has launched a new free *Beading Daily* app for the iPhone and iPod Touch.



The beading app is now available for free download from Apple's App Store®: <http://itunes.apple.com/app/beading-daily/id430022172?mt=8>

With this new app, *Beading Daily* delivers its valued digital content, which had existed solely on its website, to the mobile platform and to beaders around the globe.

The beading app offers fans the latest *Beading Daily* blog posts and videos so they can read and watch their favorite content on the go—wherever they are, and whenever they want.

The app includes beading lessons and tips from the industry's leading experts, free beading project downloads, interviews with artists and celebrity authors, and news about what's happening behind-the-scenes at *Stringing* and *Beadwork* magazines.

New videos and blog posts are added each week to this customized mobile version of the *Beading Daily* online community. Also included in the app is a glossary of beading terms, search features, and options for sharing favorite items on Facebook, Twitter, or via e-mail.

iPad users also can download the free beading app and view it in small format or enlarged (2x) size. Content is updated each time users open the app and there is no need to purchase updates or subscriptions.

The *Beading Daily* app was developed by the digital media team at Interweave, creators of the other popular hobby app, *Knitting Daily*. Interweave plans to launch a third app for quilters before the end of April.

SOURCE: INTERWEAVE

Websites

<http://www.Interweave.com>

<http://www.BeadingDaily.com>

<http://itunes.apple.com/app/beading-daily/id430022172?mt=8>

About Interweave

Interweave is the world's largest online and offline resource for artists and crafters with businesses in magazine and book publishing, digital content and social media, television and instructional videos, directories, eCommerce, events and workshops. Interweave publishes more than 40 consumer art and craft magazines, delivered to consumers when, where, and how they want: in traditional print format, on newsstands, in CD collections and digital downloads, and most recently in new interactive content products such as eMags™ that bring together articles, patterns and projects, photos, and videos into one immersive experience.

In addition to magazines, Interweave has more than 350 books in print while publishing more than 40 books annually. Interweave produces eight consumer events, sponsors and hosts three craft television series on U.S. public television, and operates 30 websites and nine online communities with e-mail newsletters. Interweave also licenses its magazine, book, and video content to media companies internationally.

Founded in 1975 by Linda Ligon, Interweave was acquired by Aspire Media in 2005. Ligon remains with the company as VP and Founder and is a member of Interweave's board of advisors. The company is headquartered in Loveland, Colorado, and has other offices in Pennsylvania, Massachusetts, and New York. For more information about Interweave call (970) 613-4616, 800-272-2193 or www.interweave.com.

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