



For Immediate Release

Beading Daily Announces Beta Launch of New Online Directory

Loveland, Colo., April 28, 2008: Beading Daily, an online property of Interweave, announced today the international beta release of the Big Bead Book online directory of beads shops, societies, and wholesalers that makes it easy for jewelry-making enthusiasts to find related businesses in their hometown, on the Web, or on their travels.

Located at <http://directory.beadindaily.com>, the directory already lists more than 2000 bead shops, suppliers, distributors, wholesalers and societies. Visitors to the site can search for these businesses by keyword or location, or browse the directory by category. The Big Bead Book online directory is an interactive experience that also allows the beading community to rate and comment on listings.

Shops, societies, and other businesses can easily add themselves to the directory, update their information at any time, view real-time reports, and even upgrade their listing online via credit card or PayPal for greater exposure. Upgrades include priority listing, interactive maps, photo galleries, video clips, and more.

The Big Bead Book online directory will be promoted in Interweave's eight beading and jewelry-making magazines—*Beadwork*, *Step by Step Beads*, *Stringing*, *Jewelry Artist*, *Step by Step Wire Jewelry*, *Easy Wire*, *Beads 2009* and *Bead Star*—as well as to visitors to the Beading Daily web site and subscribers to the Beading Daily email newsletter. The directory replaces the "Big Bead Book" online listing that was part of the annual *Step by Step Beads* July issue; however, the previous online directory will stay live and active through the end of July 2008.

###

About Beading Daily

Launched in August 2007 by Interweave, Beading Daily offers a free e-newsletter and daily blog, free beading projects, online store, tips and techniques, galleries, artist interviews, event updates, and more for the growing community of beading and jewelry-making enthusiasts. More than 100 project instructions are available for free on the site, and new free projects are added monthly. Enthusiasts can also purchase many exclusive patterns in the Beading Daily online store. The site offers projects for every skill level in every design category imaginable: necklaces, bracelets, earrings, bags, home décor, and more. Beading Daily's mission is to help beaders bead, so techniques and tips represent an ever-growing section of the site. Step-by-step instructions for a wide variety of techniques and beading stitches are provided in the project instructions—from peyote, brick, and square stitch to right-angle weave, netting, stringing, wirework, polymer clay, beadmaking, and bead crochet.

About Interweave

Interweave, a unit of Aspire Media, is one of the nation's leading craft 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. Interweave Press has more than 250 books in print and annually publishes about 40 best-selling, how-to craft books on the same subjects as the company's magazines. Additionally, Interweave 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, please visit www.interweave.com or call (970) 669-7672.

SOURCE: INTERWEAVE

WEBSITES:

<http://directory.beadindaily.com>

www.beadindaily.com

www.interweave.com

Contact:

Jaime Guthals, Publicist

Interweave Press

JaimeG@interweave.com

502.243.6834