



***Stringing* and *Step by Step Wire Jewelry* magazines increase frequency in 2007**

Stringing changes from newsstand-only to subscription-based publication

Malvern, Pa., January 31, 2007: Interweave Press, 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, announced today it will be increasing the publishing frequency of *Stringing* magazine to a quarterly subscription-based publication, beginning with the Spring 2007 issue, on newsstands February 27.

Additionally, Interweave Press announced that *Step by Step Wire Jewelry* magazine will increase its publishing frequency from quarterly to five times a year in 2007, with Spring, Summer Preview, Summer, Fall, and Winter issues.

Both publications will have expanded national distribution in 2007 to stores like Wal-Mart, Borders, Barnes & Noble, Michaels Crafts, AC Moore, Jo-Ann Fabric stores, plus more than 800 independent bead shops nationwide.

"Given the success of *Stringing* on the newsstands, we knew we had a successful model to add to our growing portfolio of craft enthusiast publications," said Joseph Breck, publisher of the Interweave Press Bead, Gem & Jewelry Group.

"The popularity and demand for *Step by Step Wire Jewelry* has grown by leaps and bounds since it debuted in 2005," said Mr. Breck. "Increasing *Stringing* to a subscription quarterly and expanding *Step by Step Wire Jewelry* will allow us to better address the needs of our advertisers and meet the demands of our readers for more contemporary bead stringing patterns and editorial coverage about the wire jewelry craft and community."

In taking *Stringing* magazine to frequency, Interweave Press will have the largest footprint in the bead, gem, and jewelry publishing arena, publishing six subscription magazines—*Lapidary Journal* (becoming *Jewelry Artist* in June 2007), *Beadwork*, *Step by Step Beads*, *Step by Step Wire Jewelry*, *Colored Stone*, and *Stringing*.

This expansion comes on the heels of Interweave Press's acquisition of *Quilting Arts* and *Cloth Paper Scissors* magazines from Quilting Arts LLC earlier this month and the debut of *Interweave Crochet* as a quarterly subscription-based publication this spring. Interweave's total number of subscription publications is now 14.

The Interweave Press Bead, Gem & Jewelry Group will provide advertisers and business partners with unique and creative opportunities to effectively market relevant products and services by offering:

- Unrivaled exposure through advertising in its responsive, targeted magazines;
- Increased efficiency through multititle advertising programs;
- Comprehensive marketing programs utilizing its customized databases;
- Assistance in the development and execution of online advertising and marketing programs in conjunction with the Group's online properties;
- Opportunities to market products directly to the public through seven national gem and jewelry consumer events.

###

About Stringing

Stringing brings out the jewelry designer in everyone, from novice to experienced beader. Using basic techniques, enthusiasts explore infinite design possibilities using all the hottest beading materials today. Founded in 2005, *Stringing* is published four times annually and each issue features well over 100 stylish projects.

About Step by Step Wire Jewelry

Step by Step Wire Jewelry is the fresh how-to magazine for the rapidly growing wire jewelry hobby and craft industry. Founded in 2005 and published five times annually, it teaches beginners and advanced jewelry makers how to create attractive wire jewelry. Every issue includes up to 15 projects with a complete tool and materials list, clear photos, and illustrations. All projects are written by experts in the field and are featured in the step-by-step style that jewelry-making enthusiasts around the world love.

About Interweave Press LLC

Interweave Press, 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 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.

SOURCE: INTERWEAVE PRESS LLC

WEBSITES: www.interweave.com, www.aspire-media.com, www.stringingmagazine.com, and www.lapidaryjournal.com/wire

Contact for information:
Jaime Guthals, Publicist
Interweave Press
(502) 243-6834
Cell (502) 387-2383
JaimeG@interweave.com