

***Lapidary Journal* Changes Name and Enhances Magazine's Features**

World's first and oldest gem and jewelry-making magazine will become *Jewelry Artist* and increase distribution with June 2007 issue

Malvern, Pa., January 31, 2007: *Lapidary Journal* magazine, published by Aspire Media's Interweave Press, announced today that it is changing its name to *Jewelry Artist* with the June 2007 issue. *Jewelry Artist* is published 12 times a year and will have a new face and refreshed editorial direction, as well as greatly expanded newsstand 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.

Founded in April 1947 as "a national magazine for gem cutters, collectors, and jewelry craftsmen," the new *Jewelry Artist* reflects the changing tastes and focus of the thousands of people worldwide involved in this rapidly growing enthusiast segment. *Jewelry Artist* offers jewelry makers design inspiration, selling tips, technical advice, and illustrated projects in the full range of metalsmithing and gem cutting techniques. In addition to *Jewelry Artist*, the Interweave Press Bead, Gem & Jewelry Group publishes five other subscription magazines: *Beadwork*, *Step by Step Beads*, *Stringing*, and *Step by Step Wire Jewelry*, and *Colored Stone*.

Joseph Breck, publisher of the Bead, Gem & Jewelry Group, says that *Jewelry Artist* will continue to deliver quality content about growing trends and new techniques in gem and jewelry arts, but the new name reflects a change in readership over the years, verified by decades of ongoing reader surveys. The most recent survey, conducted several weeks ago, confirms that jewelry making is the most important subject to more than two-thirds of *Lapidary Journal's* readers.

"Our readers tell us they make jewelry and want to become master jewelry artists," says Editor-in-Chief Merle White. "*Jewelry Artist* will help them master the jewelry arts."

Readers of *Jewelry Artist* will continue to find much of the same content that they value in *Lapidary Journal* today: answers to technical questions, clever tool adaptations, innovative designs and practical design advice, jewelry and lapidary projects, tips and in-depth explanations on using materials and applying techniques, guidance on how to sell jewelry, new products, event calendars, and more. Emphasis will be on jewelry artistry and editorial coverage will continue to spotlight stone cutting and setting, metalwork, and beads as used in jewelry pieces.

New editorial features with the June 2007 issue will include several new columns: one on trends and another on gems, a showcase of jewelry designs, and a spotlight on a jewelry artist in every issue.

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About Lapidary Journal

For 60 years, *Lapidary Journal* has been the leading source of information, supplies, and services in the jewelry, bead, and gem fields. *Lapidary Journal* was the first gem and jewelry-making magazine in the world, and its pages are filled with the insights, advice and discoveries of the most renowned jewelry and gemstone experts. Since its inception, the magazine has expanded into a multiplatform resource that includes the popular website, www.lapidaryjournal.com, direct-request e-mail newsletters, and consumer events such as the annual Jewelry Arts Expo (www.jewelryartsexpo.com).

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.

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WEBSITES: www.interweave.com, www.aspire-media.com, www.lapidaryjournal.com

Contact for information:

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