



Carla Graubard to Join Interweave as VP/ Publisher, Fiber Division

Loveland, Colo., May 13, 2011: Interweave announced today that Carla Graubard has been hired as Vice President and Publisher of its Fiber Division, effective June 30, 2011. Graubard replaces former publisher John Bolton, who was promoted earlier this year as Senior Vice President.

Graubard is a founding principal of Quantum Media in New York City and has managed a thriving consulting practice for more than ten years, handling both strategy and operational assignments for many of the world's leading media companies and some of the industry's smaller and most dynamic ones.



Graubard will join Interweave's Executive Team and will oversee the full range of properties within the Fiber Division which includes the well-known magazine brands Interweave Knits, Interweave Crochet, Quilting Arts, Cloth Paper Scissors, Spin-Off, Handwoven, and PieceWork, online communities including KnittingDaily.com, QuiltingArts.com and CrochetMe.com, and related video products.

"We are very excited to have someone with Carla's strong background join the Interweave team," says CEO Clay B. Hall. "She has deep experience in brand building, direct response marketing, digital media growth, and profitable cross-platform integration; she has worked with a broad range of premier magazine brands to help them maximize their reach with consumers and strategic partners."

At Quantum Media Graubard specialized in providing senior-level management consulting services to media and direct marketing companies, both B2C and B2B, as well as to non-media companies seeking to adapt media best practices. She has an extensive background in media general management, business development, managing turn-arounds, consumer marketing and strategy, operational assessment and improvement, and working with media companies involved in leveraging their core assets online and through digital marketing and distribution channels.

"I am looking forward to working with the vast media assets at Interweave, and am particularly excited at the opportunity to work with their first-class properties that reach consumers through so many touch points and media platforms," says Graubard.

Graubard's management experience includes senior line operating positions at Bertelsmann (CEO, BDD/Dell), Newsweek, Inc. (General Manager, head of International Ventures), Reader's Digest (General Manager, Special Interest Magazines, and head of internet strategy RDA corporate), City Home Publishing (President & GM), Matilda Media (acting President & COO), New York Magazine (Director of

Planning and Operations), and Boardroom Inc. (head of new business). Graubard also was an economist for the Federal Government.

Her more recent clients include: The New York Times, Conde Nast/Conde Net, The Huffington Post, Microsoft, Meredith, Hearst, Readers Digest, AdMedia Partners, Northcastle Partners, Future US, Inc., The Jordan Edmiston Group, Verisign/Network Solutions, Harvard Health, A&E Networks, Comcast, National Audubon Society, Hachette Filipacchi Media, Reed Elsevier, Zagat LLC, Time Inc., Time Inc. Ventures, Magnify.net, SheSpeaks, Scripps, Columbia Business School CaseWorks and Miramax, The Tribune Company and Western Interiors & Design.

Graubard is a graduate of The Wharton School, University of Pennsylvania (BSE in Economics) and Harvard Graduate School of Business (PMD). She is one of the founders of the very successful Media Guru breakfast series, run with the Harvard Business School Club of New York and held at the Harvard Club.

Graubard will report to Interweave's Senior Vice President John Bolton.

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 11 consumer events, sponsors and hosts three craft television series on U.S. public television, and operates 30 websites and 10 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.

###

Media Contact

Jaime Guthals
Director of Public Relations
Interweave
jaimeg@interweave.com
(502) 243-6834 Cell (502) 387-2383
Twitter [@InterweaveNews](https://twitter.com/InterweaveNews)