



Interweave Launches FlockShop Flash Sales Site for Artists and Crafters

Enthusiast Media Company Announces Daily Deals eCommerce Business Grand Opening

Loveland, Colo., August 8, 2011: Interweave, the country's largest art and craft integrated media company, is breaking into the flash sale marketplace with its launch of FlockShop (www.flockshop.com), a one-deal-at-a-time eCommerce site offering special discounts on art and craft products at up to 60% off the retail price.

Interweave is no stranger to eCommerce, selling its range of instructional, how-to resources, such as books, magazines, eMags, DVDs, patterns, downloads, and third-party art and craft supplies, to hundreds of thousands of enthusiasts in its 13 art and craft verticals for more than five years at InterweaveStore.

"At its core, Interweave is a company of artists and crafters who combine their work with their passions," says Interweave Senior VP Stephen Koenig. "Our teams know these brands and products firsthand because we use them and often feature them in our publications, how-to videos, and digital resources. It makes sense for us to leverage that internal expertise on both the supply and eCommerce fronts to provide our customers with a curated selection of products that will allow them to be more successful with their enthusiast pursuits."

Unlike many other flash-sales sites, membership is not required for customers to shop at FlockShop, and sales are not considered private. Customers are encouraged to sign up for the FlockShop Alert e-newsletter to be notified of future sales. FlockShop sales are also promoted to Interweave's network of enthusiasts through its ten online communities, which collectively have well over one million members. Five of its largest communities are KnittingDaily.com, BeadingDaily.com, CrochetMe.com, QuiltingArts.com, and ArtistDaily.com.

Video is one key component of the sales, and many featured products include video describing and demonstrating the products in use with real artists and crafters—not models or actors. FlockShop.com eventually plans to incorporate video into nearly all flash sales. The range of products offered at FlockShop is as diverse as beading supplies to art materials and sewing machines; available quantities per sale range from as few as a dozen to as many as 200 and all are available for no more than a few hours at a time.

"These sales aren't just a great opportunity for consumers—they work for product manufacturers, too," says Koenig. "Because our promotions surrounding these deals reach so many people and because supply from FlockShop is so limited, our suppliers experience tremendous lift in their product sales well after they appear on FlockShop. FlockShop is a phenomenal launch vehicle for new products—and a relaunch vehicle for products that have already spent some time in the marketplace. So far, both customers and manufacturers love the experience. And that's really what it's all about."

SOURCE: Interweave

Websites:

<http://www.flockshop.com>

Twitter: <http://twitter.com/flockshopdeals>

Facebook: <http://www.facebook.com/FlockShop.Deals>

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 email 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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