



John Bolton is Named VP/ Publisher for Interweave's Fiber Division

Loveland, Colo., May 28, 2010: Interweave announced today that John Bolton has been named Publisher of the Interweave Fiber Division, a re-structure that represents the merger of three Interweave groups—the Quilt + Paper group, Specialty Fiber group and Yarn group—into one division under Bolton's leadership. Bolton 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, Fiberarts and PieceWork, online communities including KnittingDaily.com, QuiltingArts.com and CrochetMe.com, and related video products. Previous Yarn group Publisher David Pyle will continue as Vice President and Publisher of Interweave's Jewelry and Art Division, which includes American Artist, Drawing, Watercolor, Workshop, Jewelry Artist, Beadwork, Stringing, and Step by Step Wire Jewelry magazines and related properties.

Effective with these changes, the six Interweave market groups will re-organize as two divisions: the Fiber Division, reporting to John Bolton, VP Publisher; and the Art and Jewelry Division, which will continue to report to David Pyle, VP Publisher.

"Interweave is experiencing a significant growth at a time when very few other media companies can make such a statement. Among other reasons for this growth is the able and dedicated leadership that David Pyle and John Bolton are providing," says Clay Hall, the company's CEO.

"Currently David Pyle manages twice the amount of revenue that John Bolton manages. David, John, and I have decided to reorganize their divisions to correct this imbalance and insure their and our continued success. The result of this reorganization equalizes the sizes of their respective divisions and responsibilities," says Hall.

John Bolton and his wife Pokey Bolton, who is editorial director of Interweave's Quilt + Paper group, will move to Interweave headquarters in Loveland, Colo. so John can work closely with his teams. Interweave's office in Stow, Mass. will remain open, and both Pokey and John will travel frequently back to Stow to oversee the Quilt and Paper group. No other changes are contemplated and no offices will be consolidated as a result of this organizational change.

The Boltons joined Interweave in January 2007 when they sold their start-up magazines Quilting Arts and Cloth Paper Scissors to Interweave. A former attorney, John Bolton founded Quilting Arts in 2000 and Cloth Paper Scissors magazine in 2004 with his wife Pokey Bolton. John Bolton was promoted to an Interweave Vice President in September 2008.

"These teams led by David Pyle and John Bolton have performed marvelously in developing and marketing new content products for our fans. This reorganization puts us in a better position us for future growth and we expect that both John and David will build on their past successes," says Hall

About Interweave

Interweave, a unit of Aspire Media, is one of the nation's largest and most respected arts and craft media companies, with businesses in magazine and book publishing, online media, television and video programming, directories, and events. The Interweave Publishing Group features 16 subscription

magazines and many more special interest newsstand publications sold on newsstands nationwide. Interweave has more than 290 books in print and annually publishes about 40 how-to books on the same subjects as the company's magazines. 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 175 people throughout the country, with corporate headquarters located in Loveland, Colorado, and other offices in New York, New York; Malvern, Pennsylvania; and Stow, Massachusetts. For more information on Interweave, visit www.interweave.com or call (970) 669-7672.

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