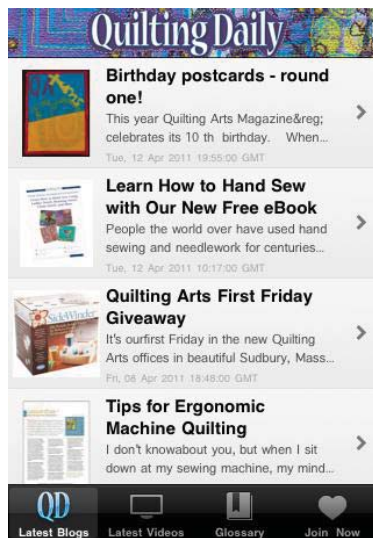




Get Quilting Inspiration on the Go with the “Art Quilting Daily” App from Interweave – Free in Apple’s App Store

App Designed for iPhone and iPod Touch Brings Quilting Fun and Instruction to the Mobile User, Featuring Video, Projects, Expert Advice, and More



Loveland, Colo., April 28, 2011: Interweave is launching its app for quilters today, “Art Quilting Daily,” available for free download on iTunes and in Apple’s app store. The app provides quilting enthusiasts with free quilting project ideas, quilting tips and instruction, more than 100 video tutorials, a glossary of quilting and sewing terms, and more.

The quilting app for the iPhone and iPod Touch is now available for free download from Apple’s App Store®:

<http://itunes.apple.com/us/app/art-quilting-daily/id432353948?mt=8>

With this new app, Quilting Daily delivers its valued digital content, which had existed solely on its website, to the mobile platform and to quilters around the globe. The quilting app offers fans the latest Quilting Daily blog posts and videos so they can read and watch their

favorite content on the go—wherever they are, and whenever they want.

Videos are one of the main features on the app, and offer step-by-step tutorials with some of the industry’s leading experts, interviews with artists and celebrity authors, and exclusive video clips from public television’s Quilting Arts program. Quilting Arts Magazine® founder and TV host Pokey Bolton is a regular contributor to the app and offers instruction and advice in many of the blogs and video tutorials.

New videos and blog posts are added each week to this customized mobile version of the Quilting Daily online community. Also included in the app are options for sharing favorite items on Facebook, Twitter, or via e-mail.

This app will appeal to contemporary quilters who enjoy surface design, wearable arts, mixed media, embellished quilting, crazy quilting, beading, silk ribbon work, and fabric painting, as well as to traditional quilters who are looking for new inspiration.

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While the app was created for viewing on iPhone and iPod Touch devices, iPad users can download the free quilting app and view it in small format or enlarged (2x) size. Content is updated each time users open the app and there is no need to purchase updates or subscriptions.

The “Art Quilting Daily” app was developed by the digital media team at Interweave, creators of two other popular hobby apps, Knitting Daily and Beading Daily.

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SOURCE: INTERWEAVE

Websites

<http://www.Interweave.com>

<http://www.QuiltingDaily.com>

<http://itunes.apple.com/us/app/art-quilting-daily/id432353948?mt=8>

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 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.

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