



Interweave Announces Executive Level Promotions and Creation of Senior Executive Team

Loveland, Colo., January 5, 2012: Interweave announced this week several executive-level promotions: Dawn Stewart, previously Director of Business Development has been promoted to Vice President, Financial Planning/Analysis and Operations, and David Dunn, previously Director of eCommerce has been promoted to Vice President, eCommerce. These leadership changes were announced by Chief Executive Officer Clay Hall and are effective immediately.

David Dunn joined Interweave in 2010 as Director of eCommerce, a position in which he has provided strong leadership that has resulted in continuous improvement and dramatic revenue increases from Interweave's eCommerce stores (www.interweavestore.com).

Dawn Stewart joined Interweave in 2008 and has provided outstanding analytical and financial leadership by reengineering both financial reporting and operational processes. Dawn will continue to oversee all financial planning and analysis for Interweave in addition to managing order processing, shipping, receiving and inventory management.

"I'm proud to be able to recognize these individuals within our organization who have worked to build our business," said Hall. "Dawn and David promoted themselves months ago. I am just recognizing their achievements. I'm confident that their expanded leadership responsibilities will help us grow at an even faster rate."

Also, Hall announced at the start of the New Year the creation of a senior executive team at Interweave. In addition to Hall and CFO Troy Wells, Bob Kaslik, formerly VP Consumer Marketing, will now serve as Senior Vice President Marketing & Communities, and John Bolton, formerly VP Publisher, is now Senior Vice President Media & Development. "These promotions and expansion of responsibilities were made in order to consolidate the executive leadership of the company to make Interweave more nimble in decision making and execution of key strategic initiatives," says Hall.

Websites:

www.Interweave.com
www.InterweaveStore.com

About Interweave

Interweave is the world's largest online and offline resource for artists and crafters with businesses in magazine and book publishing – both print and digital, television programming, instructional videos, directories, eCommerce, events and workshops, and online communities. Interweave also licenses its magazine, book, and video content to media companies internationally. Interweave was acquired by Aspire Media in 2005. Founded in 1975 by Linda Ligon, she 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, with 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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