



Interweave Launches *Knitting Daily* App – Now Available for Free Download in Apple’s App Store

App Designed for iPhone and iPod Touch Brings Knitting Daily to the Mobile User, Featuring Video, Photos, Projects, Editorial Content, and More

Loveland, Colo., January 11, 2011 – Interweave, one of the largest producers of digital content, magazines, books, and videos for knitting enthusiasts, announced today that it has launched a new free *Knitting Daily* app for the iPhone and iPod Touch.

The app is available for free download from Apple’s App Store @: <http://itunes.apple.com/us/app/knitting-daily/id410414039?mt=8#s=1>

With this new app, *Knitting Daily* delivers its valued digital content, which had existed solely on its [website](#), to the mobile platform and to knitting enthusiasts around the globe.

The *Knitting Daily* app offers fans the latest *Knitting Daily* blog posts and videos so they can read and watch their favorite content on the go—wherever they are, and whenever they want.

“We are excited to have yet another platform that brings our dynamic content to life. The iPhone application allows us to bring knitting enthusiasts a unique combination of editorial content and video,” said Senior Vice President and Publisher John Bolton. “It’s a whole new way to experience *Knitting Daily*.”

The app includes knitting lessons and tips from the industry’s leading experts, information on the latest knitting patterns, interviews with knitwear designers and celebrity authors, and news about what’s happening behind-the-scenes at *Interweave Knits* and *Knitscene* magazines. New videos and blog posts are added each week to this customized mobile version of the *Knitting Daily* online community. Also included in the app is a glossary of knitting terms, search features, and options for sharing favorite items on Facebook, Twitter, or via e-mail.

iPad users also can download the free knitting 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.

SOURCE: INTERWEAVE

Websites

<http://www.Interweave.com>

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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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