



For Immediate Release

Aspire Media Hires T.J. Harty as VP Technology

Loveland, Colo., July 19, 2007: Aspire Media CEO Clay Hall announced today the creation of a new executive position and hire in the company's integrated media division: T.J. Harty, former Director of eMedia Technology for Penton Media, Inc., as Vice President of Technology. Harty's position is effective immediately.

Harty is charged with spearheading the continued extension and expansion of Aspire Media's brands online, as well as across other digital media platforms. His immediate goal will be to further develop the rapidly growing integrated businesses for Aspire's Interweave Press, a leading multiplatform craft enthusiast company and its new online communities for passionate crafters, KnittingDaily.com and BeadingDaily.com.

"T.J. is a very high-level eMedia executive and seasoned leader who has faced many of the challenges and opportunities Aspire Media is facing in its long-term growth strategy—and he has won," said Hall. "Besides his impressive track record and expertise, I am particularly impressed with his collaborative and integrated approach to online media."

Commenting on the position, Harty said, "I'm very excited to be joining Aspire Media. With Clay's leadership and vision, the energy, knowledge, and passion of the people at Interweave, and the very engaged enthusiast market that they already have, only great things can happen."

Harty's background includes serving the last eleven years at Penton Media—and its acquired companies—in a number of key leadership posts. Most recently, he was the Director of eMedia Technology, where he was responsible for product development, technology, research and development, and technical innovations for future products. Other positions he's held include Director of eBusiness Development and Web Development Manager for *Windows IT Pro Magazine*.

He has a BA from the University of Hawaii and lives in Fort Collins, Colorado.

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Source: Aspire Media LLC

Websites: www.aspire-media.com
www.interweave.com

About Aspire Media LLC

Aspire Media is a multiplatform enthusiast media company and an acquirer and operator of consumer enthusiast media. Aspire was founded by Clay B. Hall, an experienced publishing professional and former owner-operator of enthusiast magazines, with the backing of private equity firms Frontenac Company (www.frontenac.com) and Catalyst Investors (www.catalystinvestors.com). Aspire is actively pursuing acquisitions of enthusiast media companies that impart "how-to," "where-to," and "when-to" information to participants involved in crafts, hobbies, and certain other special interests. For more information on Aspire Media, please visit www.aspire-media.com or call (970) 613-6628.

About Interweave Press LLC

Interweave Press, a unit of Aspire Media, is one of the nation's leading craft media companies, with businesses in magazine and book publishing, interactive media, broadcast programming, and events for craft enthusiasts. The Interweave Press Publishing Group features 14 subscription magazines and many more special interest publications. Interweave Press has more than 200 books in print and annually publishes about 30 best-selling, how-to craft books on the same subjects as the company's magazines. Additionally, Interweave Press operates eight annual craft enthusiast events and has an extensive Internet presence that includes nearly 30 websites.

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 100 people throughout the country, with corporate headquarters located in Loveland, Colo. For more information on Interweave Press, please visit www.interweave.com or call (970) 669-7672.

Contact for information:

Jaime Guthals, Publicist
Interweave Press
JaimeG@interweave.com
(502) 243-6834
Cell (502) 387-2383