



For Immediate Release

Interweave Names David Pyle Vice President and Publisher, Bead, Gem & Jewelry Division

Loveland, Colo., May 6, 2008: Interweave, a leading multiplatform craft-enthusiast media company, announced today that David Pyle has joined the company as Vice President and Publisher of the Bead, Gem & Jewelry Division, effective immediately. In his role, Pyle will oversee the operations for all of Interweave's Bead, Gem & Jewelry Group brands, including magazines: *Beadwork*, *Step by Step Beads*, *Step by Step Wire Jewelry*, *Stringing*, *Jewelry Artist*, *Tucson Show Guide* and *Colored Stone*; and consumer events: Bead Fest and Bead Expo. Pyle, with support from the company's corporate staff, will continue the development of Interweave's online, video, and book publishing efforts.

Pyle has extensive experience in enthusiast media, including deep experience in the crafts and art materials markets. He most recently served as Group Publisher for F+W Publications, where he managed the transformation of seven enthusiast magazines, including *The Artist's Magazine*, *Writer's Digest*, *Memory Makers*, and *Family Tree*, from print to fully integrated online and event franchises.

In making the announcement, Interweave Chief Executive Officer Clay Hall said, "We are delighted to bring someone of David's caliber to Interweave. He possesses something we often seek but rarely find in media executives—a successful background in both editorial and business; both media management and management of product marketing businesses. He has a broad set of strategic skills and the vision necessary to succeed in this position. His ability to build and grow brands across broad media platforms will be a tremendous benefit to our Bead, Gem & Jewelry Division as we seek to further expand our leadership position in the bead and jewelry-making markets."

"This is an exciting time and a great business to be in as enthusiast media continues to show growth," says Pyle. "There are remarkable opportunities to build the Interweave Bead, Gem & Jewelry Group brands as an integrated franchise that will meet the needs and interests of this vibrant community, and I'm looking forward to working with the exceptional team already in place at Interweave."

Prior to his experience at F+W, Pyle served in a number of leadership positions at ColArt Americas, including Director of Marketing for the Winsor & Netwon brand and Director of Communications for the Liquitex brand. His editorial background includes: author of *What Every Artist Needs to Know About Paints and Colors* (Krause Publications, 2000); freelance editor for Krause Publications, responsible for developing, writing, and editing content for a special section of the art materials trade within a b2b publication; and contributing editor at F&W Publications, writing more than 100 articles on art materials, techniques, business, management and sales to F&W published magazines.

Pyle started his career as owner and president of CreativEnergy, a marketing and communications firm offering consultation and training services in the arts and crafts market.

A native of Colorado, Pyle has a Bachelor of Fine Arts from the University of Colorado at Denver. He will be based at Interweave's Loveland, Colorado, offices and will also have an office in Interweave's Malvern, Pennsylvania, location. He will be part of the Interweave Press LLC executive team.

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About Interweave

Interweave, 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 has more than 250 books in print and in 2008 will publish about 40 how-to craft books on the same subjects as the company's magazines. Additionally, Interweave 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, visit interweave.com or call (970) 669-7672.

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 aspire-media.com or call (970) 613-6628.

SOURCE: INTERWEAVE

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