

For Immediate Release

INTERWEAVE PRESS ANNOUNCES NEW PUBLISHING ASSIGNMENTS

Loveland, Colo., March 29, 2006: Interweave Press LLC announced today a series of new hires and assignments within its book and magazine publishing groups. In making the announcement, Publisher Linda Stark noted that each individual will be responsible for “helping us build on our position as the leading craft-enthusiast media company.” She added that “we are fortunate to have a broad depth of talented individuals who recognize the value of our brands in today’s rapidly evolving consumer marketplace and who are capable of leading our book and magazine publishing programs to new levels of performance.”

The changes, which are effective immediately, include:

Anne Merrow has been hired as Books Editor at Interweave Press. Merrow was previously an editor at Thomas Dunne Books/St. Martin’s Press and associate editor with the Doubleday Broadway Publishing Group.

Ann Budd has been named Books Editor at Interweave Press. Budd joined Interweave Press in 1989 and has served in many leadership positions, including managing editor of *Handwoven* and senior editor of *Interweave Knits*. She is the author of the best-selling *The Knitter’s Handy Book of Patterns* and co-author of *Wrap Style*.

Paulette Livers has been named Art Director, Books. Livers was previously the designer of *Beadwork* since 2001. Her twenty-year publishing career includes design positions with Peachtree Publishers and Longstreet Press in Atlanta.

Rebecca Campbell has been hired as Managing Editor, Books. Previously Campbell was project coordinator at Sopris West Educational Services in Longmont, Colo., and prior to that, senior project editor at Westview Press in Boulder, Colo.

Laura Levaas has been named Marketing Manager, Books. Levaas joined Interweave Press in 2001 as marketing coordinator. Before moving to the book marketing position she was marketing manager of the beading market group. Levaas is a graduate of the Denver Institute of Publishing.

MARKET GROUPS

Annie Bakken has been named Marketing Manager, Knitting, Needlework, and Spinning Market Groups. Bakken brings to the Group her extensive knowledge of the needle arts category; she joined Interweave Press in 2003 and has held leadership positions within the Group since 2004.

Rae Dawn Olbert has been hired as Marketing Manager, Beading Market Group. Most recently, Olbert was a marketing manager at Penton Media and copy editor and page designer for the *Idaho Statesman*.

In addition to serving as marketing manager, books, **Levaas also will take on the role of Marketing Manager, Weaving Market Group.**