



Interweave and Perseus Distribution Announce Sales and Distribution Agreement

New York City, January 5, 2010 – Perseus Distribution and Interweave announced today that they have entered into a sales and distribution agreement effective July 1, 2010. Perseus Distribution will handle sales and distribution of Interweave Press books to the United States and Canada and distribution only to the world market excluding UK, Australia and Europe. Interweave will continue to handle direct distribution into the craft store market. Interweave comes to Perseus from Independent Publishers Group (IPG).

Based in Loveland, Colorado, Interweave has more than 300 books in print and publishes about 45 new books per year. They also publish 17 magazines for art and craft enthusiasts and various special interest publications, manage a network of more than 30 targeted websites featuring content from across their many platforms, run consumer trade shows, produce instructional DVDs and online classes, and are corporate sponsors of three craft programs airing on PBS: “Knitting Daily TV,” “Quilting Arts,” and “Beads, Baubles & Jewels.”

“Interweave is incredibly plugged into what their consumers want and they do an excellent job of delivering that content in multiple formats,” said Sabrina McCarthy, Vice President of Client Services for Perseus Distribution. “We are thrilled to be working with such a savvy publisher and look forward to helping them reach the widest possible audience.”

“We’re tremendously excited to be working with Perseus Distribution,” said Stephen Koenig, Vice President and Book Publisher at Interweave. “Perseus Distribution is uniquely positioned to be able to bring a level of support to Interweave that allows us to continue to grow and provides us with the critical information we need to effectively run our evolving business.”

About Perseus Distribution

Perseus Distribution is the leading provider of distribution services to independent publishers and a Top Ten vendor in the industry. Our goal is to further the success of our client partners by offering state-of-the-art fulfillment services, creative solutions, and experienced sales representation. We are a member of the Perseus Books Group. For more information, visit our website at www.perseusdistribution.com.

About Interweave

Founded in 1975 by Linda Ligon, Interweave, a unit of Aspire Media, is one of the nation's largest art and craft media companies with businesses in magazine and book publishing, interactive media, broadcast programming, and events for art and craft enthusiasts. For more information, visit www.Interweave.com.

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