



For Immediate Release

## **Interweave Press Names Bob Kaslik Vice President, Consumer Marketing**

Loveland, Colo., February 16 2007: Interweave Press LLC, one of the nation's leading multi-platform craft media companies with businesses in magazine and book publishing, interactive media, broadcast programming, and events for craft enthusiasts, announced today that Bob Kaslik has joined the company as vice president of consumer marketing.

In making the announcement, Chief Executive Officer Clay Hall stated, "I am thrilled that Bob has joined our talented executive team. I met Bob more than 10 years ago when we both served on the board of Sports and Fitness Publishing together. He's a very experienced, high-level, direct-marketing executive who will ensure that Interweave Press continues to lead the markets it serves. Bob has more experience in craft media consumer marketing than anyone I know."

Kaslik will oversee subscription and newsstand consumer marketing efforts for Interweave's 14 titles. He also will be a member of the Interweave Press LLC executive management team.

Commenting on his new position, Kaslik said: "I'm immensely excited about the opportunity to further develop this incredible group of brands and the frequency and effectiveness of our communication with our consumers. We fully plan to exploit the numerous platforms at Interweave Press—magazines, books, special events, broadcast programming, and the Web."

Kaslik brings nearly 30 years of direct-marketing and circulation experience to the position. His background includes serving for four years at F+W Publications in Cincinnati, Ohio, as publisher of *Memory Makers Magazine*, where he built the circulation to number one in the market and led the Memory Makers brand of books and events for scrapbookers. Earlier in his career, Kaslik worked five years as president of Lemay Publications in Golden, Colo., the Rodale Press subsidiary supplying quilters around the world with two magazines, a mail-order consumer catalog, a wholesale division, and a fabric club. Before that, Kaslik spent 11 years with enthusiast publisher Rodale Inc. in Emmaus, Penn., serving in a number of circulation marketing and management positions including vice president, consumer marketing director.

Kaslik has been active on several industry boards and committees including the Audit Bureau of Circulation Magazine Advisory Committee and the Folio: Circulation All Star selection. He holds a BA in English and Psychology from East Stroudsburg University and is a graduate of the AMA Presidents Course.

Kaslik will work from Interweave Press's headquarters in Loveland, Colo.

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Source: Interweave Press LLC

Website: [www.interweave.com](http://www.interweave.com)

### **About Interweave Press LLC**

Interweave Press, a unit of Aspire Media, is one of the nation's leading multiplatform 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](http://www.interweave.com) or call (970) 669-7672.

### **About Aspire Media LLC**

Aspire Media is an acquirer and operator of consumer enthusiast media and is focused on building a multiplatform media company. 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](http://www.frontenac.com)) and Catalyst Investors ([www.catalystinvestors.com](http://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](http://www.aspire-media.com) or call (970) 613-6628.

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