



For Immediate Release

Interweave Promotes Tricia Waddell to Editorial Director, Yarn Group, as Marilyn Murphy Announces Her Retirement

Loveland, Colo. - October 7, 2009: Interweave announced today that Marilyn Murphy, Interweave's past president, will retire as the company's editorial director of the yarn group—to be replaced by Tricia Waddell, Interweave's editorial director of books.

According to Interweave CEO Clay Hall, "Marilyn will step down as the yarn group's editorial director at the end of the first quarter in 2010, giving Tricia Waddell the time she needs to transition in to Marilyn's position and out of her current position as Editorial Director of Books. Both of these women are strong, knowledgeable, successful, and creative leaders and both will be hard acts to follow. Fortunately for Interweave, Marilyn Murphy will not be leaving Interweave all together; she will continue to work with the company on a consultative basis and we are doubly fortunate that Tricia will remain with the company with new and expanded responsibilities."

At Interweave, the editorial director of the yarn group oversees the company's knitting and crochet group of magazines, newsstand special issue publications, online businesses, television programs, and instructional videos. The editorial director of books oversees all content and design for all books published by Interweave which are mainly focused on the subjects of knitting, crochet, jewelry making, weaving, spinning, quilting, sewing, and art, among others. According to Hall, "Under Marilyn's and Tricia's leadership both divisions have flourished and grown beyond anyone's expectations."

Marilyn Murphy joined Interweave in 1994 as the company's Event Manager and over the course of her 15 years at Interweave, she successfully launched events and magazines, as well as served as Vice-President/COO, Publisher of the Fiber Division, and, from 2002-2008 as Interweave's President. In preparations for her upcoming retirement from Interweave Marilyn has been gradually relinquishing her duties over time. According to Marilyn, "What a privilege it has been for my publishing career to have been here at Interweave, working with the talented staff producing the best-in-market content, developing new initiatives, and guiding the company over years of successful growth. I couldn't be more pleased that Tricia Waddell will bring her creative vision and leadership to the yarn group."

Tricia Waddell joined Interweave in 2006 as editorial director of books. According to Hall, "Under Tricia's creative leadership the company's book publishing division had two record breaking years with more best selling art and craft books in more categories than ever before. Her talent, energy, and passion for the markets that Interweave serves will ensure that she's as successful in her new role as she's been with books. While Tricia's focus will soon be on the yarn markets exclusively, and not all the markets served by Interweave, with this move she'll have more influence over more media platforms than ever before. I am thrilled to see Tricia taking on this new challenge and I am confident she'll find new and exciting ways to build on Marilyn's success".

According to Tricia Waddell, "Working with the talented Interweave book team has been phenomenal and I'm excited for the next person to come in and take the program to the next level. And I'm looking forward to building on Marilyn's successes, taking on new responsibilities with the Yarn Group to serve our dedicated audience with a variety of media and innovative products."

Steve Koenig, Interweave's VP and publisher of Interweave's books noted, "Tricia has done a truly tremendous job over the last four years. Her keen sense of the marketplace and her unwavering commitment to content quality and design have resulted in success across all our book categories."

Brenda Laughlin, Human Resources Director at Interweave says, "We are very fortunate to have so many talented and passionate individuals at Interweave—Tricia and Marilyn being among those. I am thrilled that their contributions will continue. With Tricia's move to this new role, we will be launching a national search for an editorial director to lead our book division."

Interweave's yarn group includes the magazines "Interweave Knits" and "Interweave Crochet," plus five newsstand specials. Additionally, the editorial director of the yarn group oversees the creative development of "Knitting Daily," public television's "Knitting Daily TV" and "Knitting Daily" instructional videos.

Websites

www.aspire-media.com

www.interweave.com

www.interweavestore.com

www.knittingdaily.com

www.knittingdailytv.com

www.interweaveknits.com

www.interweavecrochet.com

www.crochetme.com

About Interweave

Interweave, a unit of Aspire Media, is one of the nation's largest and most respected arts and craft media companies, with businesses in magazine and book publishing, online media, television and video programming, directories, and events. The Interweave Publishing Group features 18 subscription magazines and many more special interest newsstand publications sold on newsstands nationwide. Interweave has more than 250 books in print and annually publishes about 40 how-to books on the same subjects as the company's magazines. Additionally, Interweave produces several major events for fiber and bead, gem, and jewelry making enthusiasts and has an extensive Internet network of more than 30 websites and daily e-mail newsletters. Interweave is the proud sponsor of three craft television series airing on PBS: Quilting Arts TV, a fresh, contemporary quilting program, Beads, Baubles, & Jewels, public television's only how-to program for beading and jewelry making enthusiasts, and public television's newest show for knitting and crochet enthusiasts, Knitting Daily TV.

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 150 people throughout the country, with corporate headquarters located in Loveland, Colorado and other offices in New York, New York, Malvern, Pennsylvania, Santa Fe, New Mexico, San Diego, California and Stow, Massachusetts. For more information on Interweave, visit www.interweave.com or call (970) 669-7672.

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