



For Immediate Release

Interweave Press Names Stephen Koenig Book Publisher and Vice President Marketing and Sales

Loveland, Colo., September 12, 2007: Interweave Press LLC, a leading multi-platform craft-enthusiast media company, announced today that Stephen Koenig has joined the company as Book Publisher and Vice President Marketing and Sales. Koenig begins his new role immediately and will report to President Marilyn Murphy. He replaces Publisher Linda Stark, who left the company after quadrupling the book program during her seven years of service.

In making the announcement, Murphy said, "Stephen has extensive experience and a proven track record in enthusiast publishing including deep experience in craft markets. We are delighted to bring someone of his caliber to Interweave and we feel confident that he will help keep Interweave's books program and brand moving vigorously forward."

Koenig's background includes serving the last five years at F+W Publications, Inc. in a number of key leadership posts. Most recently, he was Director of Sales in the Book Division, where he was heavily involved in all aspects of product development, sales and marketing. He was also responsible for managing a team of 150 sales representatives in the U.S. and Canada and was a member of F+W's Strategic Planning Committee.

"I am thrilled to be working for this category leader in the crafts industry" said Koenig. "By focusing on the needs of the end customer, Interweave Press has developed a strong, intelligent platform that allows them to reach millions of craft enthusiasts around the country through their books, magazines, events, websites and television brands."

Koenig will oversee all sales, marketing, and book editorial staff at Interweave Press. He will be part of the Interweave Press LLC executive team.

About Interweave Press LLC

Interweave Press, 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 15 subscription magazines and many more special interest publications. Interweave Press has more than 200 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 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, visit www.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 www.aspire-media.com or call (970) 613-6628.

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SOURCE: INTERWEAVE PRESS LLC

WEBSITES:

interweave.com
aspire-media.com

CONTACT:

Jaime Guthals, Publicist
Interweave Press
JaimeG@interweave.com
(502) 243-6834

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