

FOR IMMEDIATE RELEASE

Interweave Press Named Fifth Fastest-Growing Independent Book Publisher in the U.S.

Loveland, Colo., March 21, 2005: Interweave Press, publisher of books and magazines related to crafts and natural living, has been named the fifth fastest-growing independent book publisher in the country by *Publishers Weekly*, the industry trade publication. "The American public's increased interest in crafts has been the catalyst behind the explosive growth at Interweave Press over the past three years," *Publishers Weekly* reports in their annual review of indie publisher standouts.

Between 2002–2004, Interweave Press increased net sales in its book division by eighty percent. Interweave Press publishes 20–25 craft books annually, as well as six craft and fiber arts subscription magazine brands—*Interweave Knits*, *Beadwork*, *PieceWork*, *Spin-Off*, *Handwoven*, and *Fiberarts*.

"We've been able to keep our finger on the pulse of what's popular with crafters today, and have been successful by serving all skill levels and ages of interest—from beginners to the most advanced," said Publisher Linda Stark.

Some of Interweave Press's best sellers in the last three years have been knitting and crochet books, with many backlist titles selling more copies in 2004 than when they were first released. *The Knitter's Companion* by Vickie Square—first published in 1996—sold a record 35,000 copies last year, bringing total in print to about 200,000. Other leading titles include *Scarf Style*, by *Interweave Knits* Editor Pam Allen, which sold 27,000 copies in 2004. The Hip To series has also done well for Interweave, with *Hip to Crochet* by Judith Swartz selling 40,000 copies last year. *Hip to Stitch* by Melinda Barta is set for release next month and *Hip to Bead* by Katie Hacker is planned for 2006.

"Series are an essential part of our publishing program," said Stark. "We find that our readers are more confident making repeat purchases when they know that they can expect value, quality, and accuracy."

Stark says that the biggest sales channel for Interweave Press is craft stores and other specialty retailers, which account for about 46% of the company's total revenue. Bookstore accounts have grown steadily over the last three years and now represent about 31% of Interweave's sales.

Interweave Press CEO Linda Ligon looks to strong 2005 sales and beyond as the knitting, crochet, beading, and needlework hobbies show no sign of slowing down. "The crafts have evolved from trendy, fashionable hobbies to a way of life," said Ligon. "Looking ahead, the opportunities are incredible."

About Interweave Press: In business since 1975, Interweave Press (www.interweave.com) is one of the country's leading publishers of magazines and books related to crafts and natural living. Interweave is publisher of seven magazines, *Interweave Knits*, *Beadwork*, *Natural Home & Garden*, *PieceWork*, *Spin-Off*, *Handwoven*, and *Fiberarts*. Interweave Press also owns an interest in *ReadyMade* magazine. Additionally, it has a rapidly growing book-publishing program with more than 150 books in print. Throughout Interweave's evolution, its publications have focused on natural materials and processes, a respect for "doing," and an appreciation of the fine, simple things in life.

SOURCE: INTERWEAVE PRESS, INC.

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