



## **Aspire Media Hires Eric Shanfelt as EVP, eMedia**

Loveland, Colo., October 11, 2007: Aspire Media CEO Clay Hall announced today the creation of a new executive position: Eric Shanfelt, former Senior Vice President of eMedia for Penton Media, Inc., will become Aspire Media's and Interweave Press' new Executive Vice President of eMedia effective November 1, 2007.

Shanfelt is charged with spearheading the continued extension and expansion of Aspire Media's brands online, as well as across other digital media platforms. His immediate goal will be to further develop the rapidly growing integrated businesses for Aspire's Interweave Press, a leading multiplatform craft enthusiast company and its new online communities for passionate crafters, KnittingDaily.com and BeadingDaily.com.

"I can't tell you how excited I am that Eric has decided to join Aspire Media," said Hall. "Eric is a very high-level eMedia executive and seasoned leader with the broad strategic skills and vision necessary for this position."

Shanfelt's hire reunites him with T.J. Harty, Aspire Media's Vice President of Technology and former Director of eMedia Technology for Penton Media, Inc. "Eric and T.J. are a dream team and will certainly help Aspire and Interweave Press achieve its goals of building the definitive online businesses around the markets we already lead with books, magazines, and events," said Hall.

Citing the contributions of both Shanfelt and Harty during their tenure at Penton Media, where they worked together for 11 years, Hall noted that their understanding of enthusiast media and their relentless pursuit of big ideas have delivered innovation and growth at every turn. "Their experience, entrepreneurial spirit, and vision for a brand's cross-platform life are ideally suited to take Aspire Media and Interweave Press to new heights," said Hall. "With Eric and T.J. on our team it is also now within our sphere to look at acquisitions of other online enthusiast media and properties outside the crafts industry."

In joining Aspire Media, Shanfelt will continue writing his popular blog, eMediaStrategist.com, but will cease the operations of the consulting business he founded after leaving Penton Media in March 2007. Shanfelt has an extensive eMedia background. He launched his own technology business in 1990 then joined a top national multimedia firm in 1993 producing key projects for Fortune 500 clients. Shanfelt joined Duke Communications in 1996 as online product manager for Windows & .NET Magazine to launch their eMedia efforts. He later served as that publication's Director of Online Media and the publication now serves more than 2 million monthly visitors online. In 2000, Penton acquired Duke Communications. Eric was appointed Director of eMedia Strategy for Penton's Technology and Lifestyle division in 2002 charged with strengthening existing eMedia properties and revitalizing eMedia efforts in several other markets. He was named Vice President of eMedia Strategy and Development in June 2004 and was promoted to Senior Vice President, eMedia, in July 2006 overseeing business development of the company's eMedia portfolio, strategic relationships, technologies, and new eMedia initiatives.

###

Source: Aspire Media LLC

Websites: [www.aspire-media.com](http://www.aspire-media.com), [www.interweave.com](http://www.interweave.com)

### **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](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.

### **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 250 books in print and annually publishes about 40 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.

Contact for information:

Jaime Guthals, Publicist  
Interweave Press  
[JaimeG@interweave.com](mailto:JaimeG@interweave.com)  
(502) 243-6834  
Cell (502) 387-2383