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For Immediate Release

INTERWEAVE PRESS NAMES TRICIA WADDELL, EDITORIAL DIRECTOR, BOOK PUBLISHING GROUP

Loveland, Colo., May 24, 2006: Interweave Press LLC, a leading publisher of craft-enthusiast magazines and books, announced today that Tricia Waddell is joining the company as editorial director of the Interweave Press Book Publishing Group.

In making the announcement, Publisher and Vice President of Sales and Marketing Linda Stark stated, "We are delighted to bring someone of Tricia's experience and caliber to Interweave. We feel confident that she will bring tremendous energy and enthusiasm to her position and will help keep Interweave's books program and brand moving vigorously forward."

Waddell's background includes serving the last eight years at F+W Publications in a number of key leadership posts. Most recently, she served as editorial director at F+W Publications, Craft, Home & Lifestyle Books where she led book acquisitions, strategic line development, editorial, production, design, and budgeting for 60 frontlist titles annually under imprints North Light Craft Books, Memory Makers Books, and Popular Woodworking Books, among others.

Waddell's prior F+W Publications experience also includes executive editor, Craft and Wedding Books (2002–2004), where she was pivotal in the expansion and coordination of their corporate publishing program to over 100 new craft titles annually.

Waddell will oversee editorial and be part of the Interweave Press LLC management team.

About Interweave Press

In business since 1975, Interweave Press publishes magazines and books related to fiber, thread, needlework, and beads. 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. Interweave publishes six magazines including *Beadwork*, *Handwoven*, *Interweave Knits*, *PieceWork*, *Spin-Off*, and *Fiberarts*. Interweave is dedicated to creating a resource for its readers to find the best information in the field of interest, the latest news, the best products, the newest techniques, and the history behind the techniques.