



INTERWEAVE PRESS ACQUIRES GEMS GROUP FROM PRIMEDIA

Interweave Press, LLC increases its footprint in the beading and jewelry markets with its acquisition of sixty year-old Lapidary Journal as well as Step by Step Beads, Step by Step Wire Jewelry, Colored Stone magazine, and related events for jewelry making and beading enthusiasts and professionals

Loveland, Colorado, September 2006— Interweave Press, a subsidiary of Aspire Media, LLC, a company formed by Clay B. Hall to acquire consumer enthusiast media businesses with the backing of private equity firms Frontenac Company and Catalyst Investors, recently announced that it has completed its purchase of GEMS Group, a magazine publisher and event operator for gem, bead, and jewelry arts enthusiasts owned by Primedia, Inc. (NYSE:PRIM). Terms of the transaction were not disclosed.

"This acquisition solidifies our position as the No. 1 media company serving the jewelry-making and beading enthusiast and professional," said Interweave Press' Chief Executive Officer Clay Hall.

Now, with the addition of Lapidary Journal, Colored Stone, Step by Step Beads, and Step by Step Wire, Interweave Press beading and jewelry making titles will have a combined audience approaching half a million, making it the largest beading and jewelry making enthusiast magazine publisher in the United States.

"We are now in a position to offer advertising and marketing clients the opportunity to reach even more enthusiasts at different stages of their skills and interests across our multiple platforms: magazine and book publishing, integrated marketing, interactive media, and special events," said Hall.

Joe Breck will continue to serve as Group Publisher of Lapidary Journal, Step by Step Beads, Step by Step Wire, and Colored Stone magazines and related events from the current location in Malvern, Pennsylvania. The acquisition also includes numerous special interest publications, including the Tucson Show Guide, Wedding Jewelry, Creative Jewelry, and Step by Step Clay Jewelry; six of the foremost special events in this enthusiast market, including Jewelry Arts Expo and Bead Fests; and a leading craft web site.

Joe Breck said, "We have a talented and cohesive group here and I am excited that Interweave Press wants us to continue to build this company with our current staff from our current location. Under Interweave's ownership, we expect that we'll be able to thrive and continue to grow."

Linda Ligon, Founder and Creative Director of Interweave Press, said, "We've had a long-standing relationship with Joe Breck and his group based on mutual trust and respect. We look forward to being able to offer advertisers, exhibitors, and sponsors an opportunity to reach even more enthusiasts at different stages of their skills and interests."

The newly integrated Interweave Press Gems Group will provide advertisers and business partners with unique and creative opportunities to effectively market relevant products and services by offering:

- Unrivaled exposure through advertising in its responsive, targeted magazines;
- Increased efficiency through multi-title advertising programs;

- Comprehensive marketing programs utilizing our customized databases;
- Assistance in the development and execution of online advertising and marketing programs in conjunction with the 30 Interweave Press Gems Group online properties.

The following is a brief description of the assets Aspire Media is acquiring:

- Lapidary Journal is published 12 times annually. Founded in 1946, it is the world's oldest how-to-journal targeting the jewelry artist and mineral collector audiences.
- Colored Stone is published six times annually and is the only trade publication reporting on all facets of the colored gemstone industry.
- Step by Step Beads was founded in 2004 and is published six times annually.
- Step by Step Wire Jewelry was founded in 2005 and is published four times annually.

These titles will be integrated into Interweave's existing beading and jewelry-making titles—Beadwork magazine, Stringing magazines, and Beads 2006—to cover the entire market with a range of products.

Additionally, six special events operated under the GEMS banner were acquired by Interweave Press:

- Bead Fest Philadelphia, to be held October 4-8, 2006 in Reading, Penn.
- Jewelry Fest, to be held December 2-3, 2006 in Wilmington, Del.
- Jewelry Arts Expo, to be held April 20-22, 2007 in the Philadelphia area
- Wire Jewelry Fest, to be held July 20-22, 2007 in Wilmington, Del.
- Bead Fest Atlanta, to be held August 10-12, 2007 in College Park, Georgia
- Bead Fest Memphis, to be held November 16-18, 2007
- And a new show for 2007: Bead Fest Miami, to be held May 4-6, 2007.

"These seven shows, combined with Beadwork's existing show, Bead Expo, which will be held in Oakland, Calif. April 11-15, 2007, puts Interweave Press in the position as the leading and most trusted source of shows and events for beading and jewelry making enthusiasts," said Hall.

About Interweave Press, LLC

Interweave Press, a unit of Aspire Media, is one of the nation's leading media companies with businesses centering on magazine and book publishing, interactive media, and events for craft enthusiasts. The Interweave Press Publishing Group features 10 subscription magazines and approximately nine special interest publications. Interweave Press has more than 200 books in print and annually publishes approximately 25 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 web sites.

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 or call 970-669-7672.

About Aspire Media, LLC

Aspire Media is an acquirer and publisher 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 and Catalyst Investors. 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 other special interests. For more information on Aspire Media, please visit www.aspire-media.com or call 970-613-6628.

About PRIMEDIA

PRIMEDIA is the leading targeted media company in the United States. With 2005 revenue of \$990 million, its properties comprise over 100 brands that connect buyers and sellers through print publications, Internet, events, merchandise and video programs in three market segments:

- **Enthusiast Media** is the #1 special interest magazine publisher in the U.S. with more than 90 publications, 100 leading Web sites, 90 events, 11 TV programs, 600 branded products, and has such well-known brands as Motor Trend, Automobile, Automotive.com, Equine.com, In-Fisherman, Power & Motoryacht, Hot Rod, Snowboarder, Stereophile, Surfer, and Wavewatch.com.
- **Consumer Guides** is the #1 publisher and distributor of free consumer guides in the U.S. with Apartment Guide, Auto Guide and New Home Guide, distributing free consumer publications through its proprietary distribution network, DistribuTech, in more than 50,000 locations. The Group owns and operates leading Web sites including ApartmentGuide.com, AutoGuide.com, NewHomeGuide.com and RentClicks.com.
- **Education** includes Channel One, a proprietary network to secondary schools and PRIMEDIA Healthcare, a continuing medical education business.

SOURCE: ASPIRE MEDIA, LLC

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