



Interweave Press Acquires *Quilting Arts* and *Cloth Paper Scissors* Magazines

Interweave Press LLC's acquisition of two leading craft magazines expands its footprint in craft media, entering the quilting and paper crafts markets for the first time

Loveland, Colo., January 4, 2007— Interweave Press, 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, announced today it has completed the acquisition of *Quilting Arts* and *Cloth Paper Scissors* Magazines from Quilting Arts LLC. The acquisition includes related books, special interest publications, events, and the popular websites www.quiltingarts.com and www.clothpaperscissors.com. Terms of the transaction were not disclosed.

Quilting Arts LLC's founders John and Patricia Bolton along with all the existing staff in Stow, Mass. will continue to lead and operate the two magazines. Mr. Bolton will serve as Publisher of Interweave Press's Quilting and Paper Group and Ms. Bolton will remain as Editor in Chief of both publications. This acquisition closely follows the November 2006 announcement that *Quilting Arts Magazine* and *Cloth Paper Scissors* each have increased publication from quarterly to bi-monthly.

"Interweave Press is the perfect partner to help us take *Quilting Arts Magazine* and *Cloth Paper Scissors* to the next level," said Mr. Bolton. "Our magazines are on an accelerated growth curve and with Interweave Press's backing and support, we're confident we can increase the magazines' sphere of influence faster and better than we could have on our own. We have long standing relationships with the people at Interweave Press, and they are the only company we even considered joining forces with."

"This partnership is just the shot in the arm we needed," said Ms. Bolton, "With the surging readership and visibility over the last year, John and I both felt it made sense for us to have the support of Interweave Press so we can focus our energies on refining the magazines and take advantage of the growth opportunities we see. We look forward to a long and fruitful relationship with Interweave Press."

Interweave Press Creative Director Linda Ligon said, "We're more than enthusiastic about the opportunities this acquisition offers. Interweave Press hasn't had a magazine presence in the quilting or paper categories, and these two titles are a perfect fit. The Boltons have caught the creative, nontraditional spirit that represents the leading edge of the burgeoning craft movement. We've admired their work from the beginning and look forward to being on the same team."

Interweave Press President Marilyn Murphy said *Quilting Arts Magazine* and *Cloth Paper Scissors* are a great fit with Interweave Press's current portfolio of subscription craft magazines, now at 13 titles, including such well-known favorites as *Interweave Knits*, *Beadwork*, *Lapidary Journal*, and *Fiberarts*. "We know that many of our readers are cross-crafters and we are now able to inspire and engage them into even a wider array of disciplines."

Clay B. Hall, Chief Executive Officer of Aspire Media, Interweave's parent company, said the acquisition helps implement Interweave's growth strategies. "Our acquisition of Quilting Arts LLC follows closely on the heels of our acquisition of Primedia's GEMS Group in September 2006. Interweave Press is already producing best-in-market content in fiber, beads, and jewelry making and now has premier platforms in quilting and paper markets. Quilting and paper are both growing craft markets and are new for us. We intend to extend these fine brands into book publishing, online properties, events, broadcast programming, and more. Even more importantly, we are now partnered up with two of our industry's rising stars—John and Patricia Bolton. I'm confident that their roles in the company will expand over time."

Interweave Press will host a media conference call on Thursday, January 4, 2007 at 3 p.m. EDT (1 p.m. MDT) to discuss this transaction. To participate, interested parties should dial 1-800-675-8812 conf. ID 8953564.

About Quilting Arts LLC

Based in Stow, Mass., *Quilting Arts Magazine* was born seven years ago from creator and Editor in Chief Patricia Bolton's passion for creative contemporary art quilting. When she could find no publication that focused exclusively on art quilting, the former special-needs teacher along with her husband, John, an attorney, started their own magazine. In 2004, Patricia and John saw that a growing number of quilting and fiber artists were incorporating paper and other media into their work, creating fiber books, assemblages with found objects and metal, and other fiber-based, mixed-media art. In response, the Boltons launched *Cloth Paper Scissors*, also initially as a quarterly. *Cloth Paper Scissors* has also met with steady growth. Currently, *Quilting Arts Magazine* and *Cloth Paper Scissors* have a combined distribution of 185,000 copies worldwide per issue. In addition to the magazines and website, Quilting Arts LLC has published three books in the last two years, the latest being *Creative Quilting: The Journal Quilt Project* published in October 2006.

About Interweave Press LLC

Interweave Press, a unit of Aspire Media, is one of the nation's leading craft media companies with businesses centering on magazine and book publishing, interactive media, broadcast programming, and events for craft enthusiasts. The Interweave Press Publishing Group features 13 subscription magazines and many more special interest publications. Interweave Press has more than 200 books in print and annually publishes about 30 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 or call (970) 669-7672.

About Aspire Media LLC

Aspire Media is an acquirer and operator of consumer enthusiast media and is focused on building a multiplatform media company. 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.

SOURCE: INTERWEAVE PRESS LLC

WEBSITES: www.interweave.com; www.quiltingarts.com

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