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Interweave Press and Knitting Out Loud Announce Sales and Distribution Agreement

Multitasking knitters no longer have to choose between their favorite hobbies: They can knit and listen to audio books about knitting at the same time

Loveland, Colo., September 6, 2007: Interweave Press LLC and Knitting Out Loud announced today that they have entered into a sales and distribution agreement for Knitting Out Loud audio books. Founded in March 2007, Knitting Out Loud is an audio-book company publishing top quality recordings of the best of knitting literature. Under the agreement, Interweave Press will have exclusive distribution rights to the craft trade, including specialty fiber shops, mail-order catalogs, and direct to consumer through the Interweave Press online store.

"Knitters love to read about their hobby, from entertaining stories by their favorite designers to sparkling reflections—sometimes serious, sometimes funny—on the pleasures of knitting. These books would make a great read, but they're an even better 'read' while knitting," says Kathy Goldner, Publisher, Knitting Out Loud.

Interweave Press will begin selling immediately the company's first audio books, the best-selling *Stitch 'n Bitch* by Debbie Stoller and read by the author; *America Knits*, Melanie Falick's interviews with pioneering knitting designers, weavers, spinners, and sheep farmers across the country; and *Knitting Memories*, essays by knitters including Clara Parkes, Teva Durham, and Lily Chin, edited by Lela Nargi. All three audio books are launching into the market October 2007.

Stitch 'n Bitch is a national best seller (from *The New York Times* to the *L.A. Times* to BookSense) and author Debbie Stoller, who reads from her book in this audio recording, is a world-renowned "knitting superstar" (*San Francisco Chronicle*). "We couldn't be more excited about making our debut with this title; Stoller fans from around the world will get their first opportunity to hear her reading her book in her voice," says Goldner.

In commenting on the distribution agreement, Linda T. Stark, Vice President and Publisher, Interweave Press Books, says, "We are delighted to welcome Knitting Out Loud as one of our first distribution clients. We look forward to helping them grow their business as we market and promote their products through all our channels, including online, broadcast, and print media platforms for fiber enthusiasts."

Goldner adds, "Interweave's aggressive sales team, far reaching distribution network, and brand reputation will bolster our ambitious product-line expansion and help take Knitting Out Loud to new heights in audio-book publishing. We look forward to a great partnership with them."

Knitting Out Loud will publish three audio books in January 2008: *A History of Hand Knitting* by Richard Rutt, the only complete history of knitting; Anne L. Macdonald's *No Idle Hands: The Social History of American Knitting*, the only history of American knitting; and Ann Feitelson's *The Art of Fair Isle Knitting*, a history of one of the world's most famous knitting traditions. *The New York Times Book Review* described *No Idle Hands* as "Fascinating . . . what is remarkable about this book is that a history of knitting can function so well as a survey of the changes in women's roles over time."

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Source: Interweave Press LLC

Websites: www.interweave.com/books, www.knittingoutloud.com

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 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, visit www.interweave.com or call (970) 669-7672.

About Knitting Out Loud

Knitting Out Loud is an audio-book company publishing top quality recordings of the best of knitting literature. It is the only audio-book company to specialize in publishing histories of knitting, essays on knitting, and studies of ethnic styles of knitting and other fiber arts on CD for the estimated 53 million knitters in North America. Knitting Out Loud was founded by Kathy Goldner, an avid knitter who was taught to knit by her German grandmother, a World War II refugee and a psychoanalyst who knit while listening to her patients. Ms. Goldner is the director and founder of the Literature and Art Program for elementary students in mid-coast Maine. Knitting Out Loud audio books are produced with director/producer Heather Frederick, who for the last fourteen years has been responsible for over seventy-five audio books. She is known in the industry as one of the best in the business. As the publisher and producer of Audio Bookshelf, many of her productions have been chosen for "Best of the Year" by publications such as *Publishers Weekly*, *Library Journal*, and *School Library Journal*. The company is located in Stockton Springs, Maine. For more information on Knitting Out Loud, visit www.knittingoutloud.com or call (877) 567-3950.

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