

Interweave Press Unveils KnittingDaily.com—A *Place Where Life Meets Knitting*

Website Focuses on Engagement and Community Building through Daily Blog, Library of Free Knitting Patterns, Sharing of “Best of” Content from Interweave Press Books and Magazines, and Reader Galleries; Search and Find Free Patterns by Designer and Skill Level

Loveland, Colo., June 20, 2007: Interweave Press today officially unveiled KnittingDaily.com, a new online knitting community, library of free knitting, felting and crochet patterns, daily blog, and e-newsletter for knitting and fiber enthusiasts from the publisher of *Interweave Knits*, *Spin-Off*, *Knitscene*, and *Interweave Crochet* magazines, and many best selling knitting books by the industry’s most popular and talented designers. This new interactive experience combines the best content from the creative and trusted world of Interweave Press fiber books and magazines with original content and patterns exclusive to KnittingDaily.com.

“Investments like this are a priority of our long-term growth strategy as a multiplatform media business,” says Clay B. Hall, CEO of Aspire Media, Interweave’s parent company. “*Knitting Daily* is ideally positioned to serve as the ultimate knitting town square on the Internet, providing rich how-to content and inspiration on a daily basis.”

“This website experience enables knitters to tap into Interweave Press’s vast resources, content, and expertise in a new way,” says *Knitting Daily* editor Sandi Wiseheart. Wiseheart is the former managing editor of *Interweave Knits*, *Knitscene*, and *Interweave Crochet* magazines, and she’s a talented knitting and crochet designer, beader, weaver, and spinner.

Features on *Knitting Daily* include:

*Free Knitting, Felting, and Crochet Patterns: Users can search for patterns by publication date, name of pattern or designer, and skill level (beginner, easy, intermediate, or experienced). Members also can browse patterns by style or intended recipient. The site offer patterns for the entire family—from babies and children to men and women, and it presents collections in every design category imaginable: shawls and stoles, gloves and mittens, scarves, afghans and blankets, wedding knits, handbags, home décor, gifts, and more. Patterns are by some of the most accomplished designers in the industry, such as Ann Budd, Annie Modesitt, Debbie Bliss, Judith Swartz, Kate Gilbert, Kathy Zimmerman, Kristin Nicholas, Leigh Radford, Lily Chin, Mari Lynn Patrick, Priscilla Gibson-Roberts, Teva Durham, Véronik Avery, and Vicki Square.

*Daily Blog: Wiseheart combines her love of knitting with a natural enthusiasm for life to provide readers a unique perspective on all things knitting. A free weekly pattern—some exclusive to the site—kicks off the blog each week and is expected to draw as many downloads as comments.

*Daily e-newsletters: Knitters have something to look forward to each day—the blog posts and a download link for the free weekly pattern are sent to subscribers along with a sprinkling of product and event news.

*Techniques: *Knitting Daily’s* mission is to help knitters knit, so technique tips and a stitch glossary represent an ever-growing section of the site.

Knitting Daily will continue to evolve throughout the year with the addition of an online store, a shopping directory, and personalization and social networking features such as community forums and expanded reader image galleries. These features will further expand the site from a resource to a portal and meeting place for the knitting community. By the year's end the site will offer greater opportunities for advertisers to digitally connect with knitting enthusiasts.

"We will continue to add new features and upgrade existing ones to offer an even more dynamic and interactive user experience based on our readers' interests and to further enrich the site," says Bruce Hallmark, integrated media manager for *Knitting Daily*. New, original podcasts, interactive polls about knitting patterns and designs, and other interactive content will be available exclusively at *Knitting Daily*.

Knitting Daily will be promoted across all Interweave Press publications, Interweave Press books, and Interweave Press events, and will further its editorial offerings in 2008 with shared content from the re-launched Needle Arts Studio with Shay Pendray, the public television show for knitting and fiber enthusiasts acquired by Aspire Media Operations LLC in January 2007.

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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 14 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 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) 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.

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WEBSITES: www.knittingdaily.com
www.interweave.com
www.aspire-media.com

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