

## Interweave Press Acquires Needle Arts Studio Television Program

**Shay Pendray will continue to host the show that is carried on most PBS stations nationwide**

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 the Needle Arts Studio television program from Shay Pendray, the owner, producer, and host of the television program that is carried on most PBS stations across the country. Terms of the transaction were not disclosed.

On the air continuously since 1996, Needle Arts Studio is a highly rated series on PBS and the only PBS program focusing on needle arts. Needle Arts Studio has carriage in more than 157 markets and distribution to 55 million households in the United States. Each half-hour show welcomes guests who share their expertise in knitting, crochet, needlepoint, embroidery, and cross-stitch, with helpful tips, innovative techniques, and fun projects for needle-craft enthusiasts of all skill levels. Projects and patterns featured on the show also will be available for downloading on the show's website.

Shay Pendray, author of *The Needleworker's Companion* (Interweave Press, 2002), will continue to host the show through 2007 and will continue to be involved both on and off air through at least 2011. KS Inc. Productions will continue to consult for the series, which is produced at Detroit Public Television. Taping will begin in April 2007 for the next 26 episode series—Series 1600 and 1700, which will begin airing in the fall of 2007. As part of Interweave Press, President Marilyn Murphy will provide strategic direction and oversight. The show has corporate underwriting from yarn and needle-arts companies, many of whom advertise in Interweave Press's magazines and online properties as well as exhibit at their consumer events.

"We feel very strongly that the success of this show going forward will rely on preserving the loyal viewership that has been so successfully developed by Shay," said Ms. Murphy, "while Interweave Press works to take the program to new levels. It's a great fit to complement our knitting, crochet, and needlework publications *Interweave Knits*, *Interweave Crochet*, and *PieceWork* as we build brand awareness through this new multiplatform company. We are now able to marry television, the Internet, and our publications with the ultimate goal to provide the best gathering place and information source for needlework enthusiasts."

Interweave's magazine editors will be frequent guests on the show, as will many of the company's talented book authors. The show also will continue to feature new books and guests from other craft companies.

"I am enthusiastic about the opportunities for Needle Arts Studio as it becomes a part of Interweave Press," said Ms. Pendray. "They have the talent and the resources to bring to the program a fresh design sensibility and a sincere desire to continue to build the show while meeting the changing interests of today's needle crafters."

"Investments like this are an important part of our long-term growth strategy," said Clay B. Hall, CEO of Aspire Media, Interweave's parent company. "The acquisition of Needle Arts Studio will extend our leadership position in the fiber craft markets. Aspire Media is investing in building Interweave Press both organically and through the acquisition and development of additional media properties. With our acquisition of Needle Arts Studio, we've added television as a sixth leg to our platform, making us truly a multiplatform media business. We now deliver magazines,

special interest publications, books, events, online, and television content to a very loyal group of craft enthusiasts.”

### **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](http://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](http://www.frontenac.com)) and Catalyst Investors ([www.catalystinvestors.com](http://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](http://www.aspire-media.com) or call (970) 613-6628.

### **About Shay Pendray**

Shay Pendray, certified teacher of the Embroiderers' Guild of America, lecturer, designer, business woman, and author has taught for the Embroiderers' Guild of America, American Needlepoint Guild, Council of American Embroiderers, The National Needlework Association, Canadian Embroiderers' Guild, American Professional Needlework Retailers and International Needle Art Retailers Guild. She was also the owner of Needle Arts Inc., a prominent retail store in the Detroit area specializing in needlepoint, threads and Japanese embroidery, manufacturer of Shay's Frames, needlepoint stands and roller frames, and the Best Laying Tool known as the BLT. Website: [www.shaypendray.com](http://www.shaypendray.com)

SOURCE: INTERWEAVE PRESS LLC

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