

FOR IMMEDIATE RELEASE

Interweave Press Names Susan McNamee Publisher of *Natural Home*

Loveland, Colo., November 1, 2004: Interweave Press, Inc. announced today that Susan McNamee has been named publisher of *Natural Home* magazine, effective November 1.

McNamee most recently held the position of vice president of sales at Conscious Media, Inc, a multi-media company serving the needs of wellness and lifestyle companies catering to consumers. In this position, she was responsible for custom publishing, strategic development, branding and sales support for six consumer magazines, including *Gaiam Lifestyle* and *LOHAS Journal*. She also was the organizer of the annual LOHAS Market Trends Conference, the leading CEO-level conference in the Lifestyles of Health and Sustainability market.

Previously, McNamee served as vice president of sales at *Yoga Journal*, where she managed the successful re-launch of magazine.

"Susan is extremely talented and motivated, and her expertise in sales and marketing in the LOHAS market will be valuable to us as we continue to grow this business," says Linda Ligon, CEO of Interweave Press, who most recently held the position. "I have no doubt she will continue to bring exciting new ideas to the table to help us further expand this brand in new areas."

McNamee began her career at Lifetime Television and also worked as Director of Sales at *Senior World Magazine* and VP/Business Development & Sales at Age Wave Communications.

About Natural Home: *Natural Home* provides practical ideas, inspiring examples, and expert opinions about healthy, ecologically sound, beautiful homes. Interweave Press, Inc. launched *Natural Home* in 1999 and it has become the leading publication about green living in America. Its message is stronger than ever as people turn to making homes that are sustainable and healthy havens for their families.

About Interweave Press: In business since 1975, Interweave Press (www.interweave.com) is one of the country's leading publishers of magazines and books related to crafts and natural living. Interweave is publisher of seven magazines, *Interweave Knits*, *Beadwork*, *Natural Home*, *Piecework*, *Spin-Off*, *Handwoven*, and *Fiberarts*. Interweave Press also owns an interest in *ReadyMade* magazine. Additionally, it has a rapidly growing book-publishing program with more than 150 books in print. Throughout Interweave's evolution, its publications have focused on natural materials and processes, a respect for "doing," and an appreciation of the fine, simple things in life.

Web sites: www.interweave.com; www.naturalhomemag.com

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