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Interweave Still Growing Strong

Loveland, Colorado (July 7, 2010) – The Northern Colorado Economic Development Corporation (NCEDC) and Interweave are pleased to announce Interweave's headquarter expansion in Loveland, Colorado. Increased sales and acquisitions over the past few years have led the media company to expand into additional office space in downtown Loveland. The firm has continued to grow since being acquired by Aspire Media in 2005 and now occupies over 35,000 square feet in the heart of downtown Loveland.

Interweave's most recent expansion was leasing an additional 4,500 square feet of office space in their existing building at 201 E. 4th Street. They also occupy nearly 20,000 square feet of warehouse space in Loveland.

"Interweave is successfully transforming art and craft media for the internet age and as a result, the company is growing by leaps and bounds," says Clay Hall, CEO of Interweave.

Interweave currently employs 120 workers in Loveland and an additional 60 employees at offices in New York, Pennsylvania, and Massachusetts. The Loveland headquarter expansion will help to accommodate Interweave's plans to create new jobs over the next several years. Interweave has had an 11 percent annual employment growth in Colorado over the past five years, and with this expansion anticipates a similar rate for the next five years.

Interweave is the world's leading media company serving artists and crafters, with more than 40 unique art- and craft-enthusiast magazines in the areas of knitting, crochet, quilting, sewing, mixed media, beading, jewelry making, painting, drawing, spinning, weaving, and fiber arts. Additionally, Interweave publishes about 40 books a year, produces instructional videos and television programming, and holds events and workshops for artists and crafters.

"To have one of the nation's largest arts and craft media companies expand in Loveland is great news for our economy," said Mike Masciola, COO & Senior Vice President of NCEDC. "The expansion of quality primary employers like Interweave is critical to the economic health and sustainability in our region and NCEDC is thrilled to have helped them grow locally."

The NCEDC began working on Interweave's expansion project with the City of Loveland in June of 2008. NCEDC will continue the partnership with the city through Interweave's future forecasted expansion to approximately 60,000 square feet of office space by 2017-2018.

The NCEDC also performed real estate searches in Loveland for the company and assisted Interweave with local and state incentive programs which lead them to secure a Colorado First Training Grant this past year. The NCEDC also advised Interweave about local enterprise zone tax credits, local resources for interns and energy efficiency grants they may qualify for to save the company additional money.

About Interweave

Interweave is the world's largest online and offline resource for artists and crafters with businesses in magazine and book publishing, digital content and social media, television and instructional videos, directories, eCommerce, events and workshops. Interweave publishes more than 40 consumer art and craft magazines, delivered to consumers when, where, and how they want: in traditional print format, on newsstands nationwide, in CD collections and digital downloads, and most recently in new interactive content products such as eMagazines that bring together articles, patterns and projects, photos, and videos into one immersive experience.

In addition to magazines, Interweave has more than 350 books in print while publishing more than 40 books annually. Interweave produces eight consumer events, sponsors and hosts three craft television series on U.S. public television, and operates 30 websites and nine online communities with e-mail newsletters. Interweave also licenses its magazine, book, and video content to media companies internationally.

Founded in 1975 by Linda Ligon, Interweave was acquired by Aspire Media in 2005. Ligon remains with the company as VP and Founder and is a member of Interweave's board of advisors. The company is headquartered in Loveland, Colorado, and has other offices in Pennsylvania, Massachusetts, and New York. For more information about Interweave call (970) 613-4616, 800-272-2193 or visit them at www.interweave.com.

About NCEDC:

The NCEDC is a non-profit organization and the primary resource in Larimer County to assist with business attraction and business retention and expansion of primary employers. Through the generous support of NCEDC's investors and strategic partners, year to date the NCEDC staff has assisted in the creation of 322 primary jobs with an average salary of \$65,333, 65% above the Larimer County average salary of \$39,500. This provides an annual payroll of nearly \$25 million earned by local residents. Visit www.ncedc.com for more information.

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