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**CRAFTMASTER NEWS™**  
The Authority in Event Listings in the Western U.S.



## Press Release

### **Craftmaster Enterprises™ finalizes acquisition of *Art & Craft Show Yellow Pages™* and *Arts & Crafts Show Business™*.**

Northeast & SouthEast publications consolidated into one Eastern publication, MidWest coverage to be added in late 2009.

**Downey, CA, June 1, 2009:** Craftmaster Enterprises, publishers of *Craftmaster News™*, the leading publication of art & craft shows, street fairs, festivals, and other events in the Western U.S., has finalized its acquisition of two East Coast publications: *Arts & Crafts Show Business™* (Jacksonville, FL) and *Art & Craft Show Yellow Pages™* (Red Hook, NY).

“This has been in the works for quite a while,” says Betty Chypre, 15-year Editor of *Art & Craft Show Yellow Pages™*. “I’m happy to be part of the Craftmaster team. I’ve been working with them for over a decade on several projects. They’re an exciting group of folks and I’m confident they’ll help grow the publication and subscriber base and take it to the next level.”

Tim Guthary, Editor of *Craftmaster News* says “We’re very excited to have Betty join our team. Her wealth of knowledge and experience is invaluable in this industry. She shares the same commitment to our customers as we do: keeping costs low and providing our subscribers and advertisers with the best value on their dollar. Our main goals over the next several months will be to help expand coverage areas and grow the subscriber base of the now-consolidated East Coast publication. With our centralized operations and streamlined processes, we’re confident we’ll be able to substantially increase readership and improve our advertiser response, while continuing to keep advertising and subscription rates at the most competitive levels in the industry.

As of June 2009, Craftmaster News and Art & Craft Show Yellow Pages now have a combined coverage of 42 States across the nation. Expansion to 8 additional MidWest States is expected to be completed by Q4 2009.

### **About Craftmaster Enterprises**

Since 1980, Craftmaster Enterprises, a family owned & operated business, has published Craftmaster News™, the leading publication of event listings in 17 Western States. Craftmaster News is recognized as the authority in event listings in the Western U.S., and acclaimed by vendors as "*The Bible in the Industry*". In late 2006, Craftmaster Enterprises acquired The Crafts Fair Guide™, an event listing & review publication out of Corte Madera, CA, and in 2008 acquired Arts & Crafts Show Business™ of Jacksonville, FL. Craftmaster Enterprises has over 30 years of news publication history in the arts, crafts, and festival industry. In addition they have promoted or co-promoted dozens of events in the West, including the Southern California Home & Garden Show in Anaheim, CA for over 10 years, and several events at the Rose Bowl in Pasadena, CA.

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