



FOR IMMEDIATE RELEASE

August 26, 2008

Martingale & Company Signs Exclusive DVD Distribution Agreement

Woodinville, WA – Tom Wierzbicki, President and CEO of Martingale & Company, today announced the signing of an exclusive distribution agreement with Nine Patch Media. The agreement will see Martingale and Company distribute instructional DVDs produced by Nine Patch Media for the quilting and crafting markets.

“We’re excited to partner with Nine Patch Media in this new venture, providing quilters with top-quality instructional DVDs from well-known quilt designers and teachers,” said Tom Wierzbicki.

Martingale & Company and Nine Patch Media will launch the new product line at Quilt Market in Houston in October and in Martingale’s Spring Catalogue. DVDs currently in production include titles by well-known quilting teachers Sharon Pederson, Margaret Miller, Carol Doak, Val Hearder, Karla Alexander, Pamela Allen, Jackie Robinson and Melinda Bula.

“I’ve been working with Martingale for years as an author.” said Sharon Pederson, producer with Nine Patch Media. “This is a great opportunity for leading teachers to bring their skills and techniques to the market with the world’s premier publisher of quilting and craft books.”

Recognizing the changes in the publishing industry, instructional DVDs address the market’s comfort with technology and the desire to learn quilting and crafting techniques visually. A perfect companion to the already published patterns and instructional books, the Nine Patch Media DVDs bring the teacher into the home with hands on lessons, trunk shows, EQ6 lessons, resources and much more.

Nine Patch Media’s recently completed studios are located on Vancouver Island. The studios are specifically designed for teachers to set up their own creative space, and comfortably capture their ideas and techniques on video. Over the next eighteen months Nine Patch Media will bring eighteen new and exciting instructional DVD titles to market.

Martingale is an industry-leading publishing house with a host of best-selling and award-winning books written by some of America's most loved designers. To date, Martingale & Company has sold over 17 million books.

Nine Patch Media is a Canadian company, located in Courtenay, British Columbia, specializing in instructional DVDs. Technical Director Chris Manuel, a former Disney producer, brings 20 years in media production. Five-time published author Sharon Pederson is an internationally renowned quilting instructor. Elizabeth Phillips brings 25 years in marketing, from consumer electronics to tourism.

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For more information please refer to the corporate websites at:

www.martingale-pub.com

www.ninepatchmedia.com



Sharon Pederson, Chris Manuel and Elizabeth Phillips sign the Martingale agreement.