

# K1C2, LLC

## PRESS RELEASE

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### FOR IMMEDIATE RELEASE

#### **K1C2, LLC TEAMS WITH PATTIE DONHAM, PATTIEWACK DESIGNS TO CREATE CRAFT-BASED PRODUCTS**

*Leaders in Craft Products, Scrapbooking, Fine Yarns & Patterns  
Unveil New Products – Early 2007*

**VENTURA, CA – January 23, 2007** – K1C2, LLC announced today that it is entering into a relationship with Pattie Donham, founder of PATTIEWACK DESIGNS, to manufacture, market and sell craft products. The first products introduced will be paper-based craft and scrapbooking merchandise, which are expected to roll out in the first quarter of 2007.

**NEW PRODUCT** – The 1-2-3D Paper Crafting System™, developed by Donham and Susan Levin of K1C2, LLC, is being introduced to the trade at the CHA Craft and Hobby Show in Anaheim, CA in the EK SUCCESS Booth #4071. It will be available for purchase in March 2007 at most national craft retailers, as well as local scrapbooking and craft stores. K1C2, LLC is a creative alliance with EK SUCCESS, which has the exclusive right to market the 1-2-3D Paper Crafting System™.

In addition to Donham's extensive experience developing and designing craft products, she is featured weekly on CBS Tulsa Metropolitan news channel six (KOTV-TV); "Six In The Morning". The segment, entitled "PattieWack n' Crafts", showcases Donham as she demonstrates new and trendy craft projects including painting, paper crafts, scrapbooking, rubber stamping, quick sewing, fiber crafts, quilting, mosaics, candles, florals, wire & beads and kids' crafts.

“We are pleased to add such a devoted and talented designer to our company. Her expertise in a wide variety of crafts and her on-air experience make her an ideal addition to our creative team.” enthused Gloria Tracy of K1C2.

(more)

### **About K1C2, LLC**

K1C2, LLC was founded in 1996 as wholesale distributors of fine yarns and patterns under the *Knit One, Crochet Too* label by Susan Levin and Gloria Tracy. During that period Tracy and Levin designed hundreds of knitting and crochet patterns and wrote *Crochet Your Way*, a 218-page crochet book that includes instructions and projects for beginners to advanced crocheters.

In 2000 they were awarded a utility patent for their *Rainbow Pick, Point & Match Color Selector* color wheel. In January 2003 the company sold its luxury hand knitting yarn division. Since 2002 the company has primarily worked in partnership with companies and publishers who are seeking creative ideas and products from outside sources. Tracy and Levin have developed concepts for the sewing and scrapbook industry and written articles for trade and consumer magazines such as CNA, Piecework, SoHo Publishing and Dynamic Resource Group. K1C2, LLC holds four patents related to color products and numerous trademarks. The company also won HIA Innovations awards in 1996 and 2000.

### **About PattieWack Designs**

PattieWack Designs was founded as a partnership between Pattie Donham and Scott Wilkinson in 2000 as a full-service consultation and design studio. PattieWack Designs is a leading provider of “how-to” information including instructional videos, craft products, and a contributor/author of numerous books and magazines in the arts and crafts and scrapbooking industry. Credits include companies such as Sterling Publishing, Paper Crafts, Creative Home Arts, Design Originals, SoHo Publishing and Dynamic Resource Group. Craft products include various Coluzzle® PattieWack™Box Templates available to the trade at the CHA Craft and Hobby Show in Anaheim, CA.

The PattieWack Tassel Tools™ and the PattieWack Pompom Tools™ are being introduced to the trade at the CHA Craft and Hobby Show in Anaheim, CA in the COATS & CLARK Booth. PattieWack Designs is a creative alliance with COATS & CLARK, which has the exclusive right to market the PattieWack Tassel Tools™ and the Pattie Wack Pompom Tools™. The company also won the Craftrends Certificate of Excellence as a contributor to “Fun With Fibers” book by Design Originals.

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