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## **The Kit Designer™ from Quilter's Way Allows Anyone—For the First Time Ever—to Design & Share Custom Quilt Kits Online**

*QuiltersWay.com Also Launches an e-Commerce Site for Quilters & Sewers of All Skill Levels: from Beginner through Expert*

**Concord, Mass.—Jan. 16, 2012**—Quilter's Way announces both the launch of its new e-commerce site (<http://www.QuiltersWay.com>) and The Quilter's Way Kit Designer™ (<http://www.QuiltersWay.com/KitDesigner>), a revolutionary tool available for free on the new site. The Quilter's Way Kit Designer enables anyone, beginner to expert, to easily design custom quilt kits online and share them with friends on Facebook or via Twitter, email, or embeds. Friends and families can even collaborate across distances and design a quilt kit together.

Quilter's Way also today announces "The Kit Designer Makes it Easy to Fall in Love Again" contest to be awarded on Valentine's Day.

### **The Quilter's Way Kit Designer**

The Kit Designer allows quilters to quickly select a quilt pattern from among many different styles (beginner, jelly-roll friendly, etc.) and sizes (from crib to king) and by simply dragging and dropping fabrics, they can design their own unique quilt kit, live, right in their browser.

When satisfied with the quilt kit's design, the pattern and all the selected fabrics can be added with a single click to a Quilter's Way shopping cart saving not only time, but money as the fabrics are added in just the quantities called for by the pattern (in units as small as 1/8<sup>th</sup> of a yard).

Quilt kit designs can also be printed, saved and shared with friends on Facebook or via Twitter, email, or by embedding the Kit Designer on blogs and websites. Friends in turn can: provide feedback and encouragement; continue working on the design themselves; or continue collaboratively working together by making changes and sharing it back and forth.

"The Quilter's Way Kit Designer fulfills a many-year dream of mine—to give quilters the artistic freedom to select their own pattern and fabrics while still enjoying the convenience and savings of quilt kits. The Kit Designer was created with the long traditions of quilting in mind understanding that quilting is often an endeavor shared with friends and family," says Jane Barnett, Owner of Quilter's Way. "The opportunity for long-distance collaboration on wedding and other group projects is what excites me the most about this new tool. Friends and family can play with pattern and fabric choices, get feedback, refine their picks and with a click of a button, order just the quantities they need to complete the quilt."

### **The Quilter's Way Kit Designer Makes it Easy to Fall in Love Again Contest**

Would you like to give a unique gift this Valentine's Day—to a loved one and yourself? How about a custom quilt kit—or quilt—you create just for your Valentine? Or would you rather design a quilt kit with your sibling for your parents? Or design and sew a quilt *together* with your parent? All of these unique Valentine's Day gifts are possible thanks to the Quilter's Way Kit Designer.

This is why “The Quilter’s Way Kit Designer Makes it Easy to Fall in Love Again” contest begins today. Each time someone shares a quilt kit they designed in The Kit Designer between today and February 13, 2012, they can also submit an entry into the contest. On Valentine's Day 2012, one of these entries will be randomly selected and awarded a free queen-sized quilt kit (of their own custom design) valued at up to \$200. The more sharing, the more chances to win!

### About Quilter’s Way

Quilter's Way is a friendly, modern quilt shop located in Concord, Massachusetts that delights in sharing a quilter's love of fabric, tradition and community with you on your terms: no matter your skill level. Although we carry many supplies useful when sewing for the home, clothing or crafts, Quilter's Way specializes in all things "quilting" -- the revolutionary Kit Designer™, quilt classes and workshops, quilt patterns, pre-cut fabric bundles and jelly rolls, notions, and over 3,000 bolts of high-quality cotton fabric. We offer only products that we would use ourselves, which are now also available in our online store at QuiltersWay.com.

To learn more, visit <http://www.QuiltersWay.com>.

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### Drag & drop ease of use:

The screenshot displays the 'Customize your kit' interface. On the left, a quilt design is shown with the text 'Actual size: 117"x108" Double Click on Image to Enlarge'. The main area is titled 'Fabrics to Choose From:' and features a grid of color swatches. A red arrow points from a swatch in the grid to a tooltip that reads: 'Fabric name: DS-070 (Admiral), Collection: Designer Solids, SKU: FWM2112-050, Price per yard: 7.39'. Below the grid, the 'Your Kit' section shows a row of selected fabric swatches labeled 'Fabric 1' through 'Fabric 9' and 'Binding'. The total cost is '\$93.16' and there is an 'Add to Cart' button. At the bottom, there are social media sharing options for Facebook, Twitter, Email, and Embed, along with the version number 'v1.3' and the text 'Sales Powered by Sales Renewal'.

-- More --

Shared quilt kit design on Facebook:

The screenshot shows the Facebook interface for a user named Leit Poris. The top navigation bar includes the Facebook logo, a search bar, and notification icons. The left sidebar contains navigation options: FAVORITES (Welcome, News Feed, Messages, Events, Find Friends) and APPS (Apps and Games, Photos). The main content area shows a post where Leit Poris shared a link. The link preview features a colorful quilt design and the text: "Look what I've designed; do you like it? quiltersway.com Using this free tool from Quilter's Way, you can design your own quilts--and other fabric projects--too!". Below the link are interaction options: Like, Comment, Share, and a timestamp of "12 seconds ago".

Shared quilt kit design on Twitter:

The screenshot shows a Twitter post from the user SalesRenewer (Keith Loris). The top navigation bar includes the Twitter logo, a search bar, and tabs for Home, Profile, and Messages. The main content area shows a tweet with the text: "Do you like my design? It's easy, & free, to make your own custom design too: [bit.ly/yocr2l](http://bit.ly/yocr2l)". The tweet is timestamped "44 seconds ago".