

Lion Brand Yarn Studio in Manhattan celebrates the registration of their 1000th student

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Manhattan, New York - August 11, 2009 - Today was Susan Rosenbaum's lucky day and all because her own business was slow. First she went shopping, and without realizing it, everything she purchased was on sale. Then she walked into the Lion Brand Yarn Studio (lionbrand yarnstudio.com) to sign up for a class and she was the 1,000th student only 7 months after offering the first class, winning a \$150 gift certificate. The planets must have lined up perfectly on July 28th, because not only was Rosenbaum the winner of the 1,000th student gift certificate, but she was also a student in the first class offered by Lion Brand in its studio store 7 months earlier. It was memorable, she said, because the President and CEO of Lion Brand, David Blumenthal attended the first class.

On July 28th, Rosenbaum, who gives food tours of New York City's Little Italy, The Lower East Side, and Chinatown, had some time on her hands without a tour scheduled in the afternoon, and walked into the Lion Brand Yarn Studio to sign up for a knitting class. While she was still in the store, thinking about how to spend the \$150 gift certificate she won for being the 1,000th student, the phone rang twice with people who wanted to sign up for classes so her timing was perfect. Everyone in the class she signed up for will receive a gift certificate for a free class.

Rosenbaum had taken 2 previous classes at the store. "I am the type of person who starts a lot of projects but doesn't finish them because I get frustrated and stuck. Taking the classes has helped a lot. Now when I see anything knitted or crocheted, I can just look at it and know I'll be able to make it myself. I also know that I can come into the Studio any time for help when I'm having trouble with a project."

"Since the opening of the Lion Brand Yarn Studio on November 18, 2008, classes have been one of the most popular aspects of the store," said Patty Lyons, store manager, "they give people a way of learning a new skill for a reasonable price and what they get out of it is a lifetime of fun, creativity and relaxation. Sales of yarn and classes have exceeded our expectations."

For more information on store hours and classes at The Lion Brand Yarn Studio, visit www.lionbrand yarnstudio.com/

About Lion Brand Yarn Company

At 131 years old, the Lion Brand Yarn Company is America's oldest and one of its most beloved hand-knitting yarn brands. Founded in 1878, the company has been a leading supplier of quality hand-knitting and crochet yarns ever since. Throughout its history, Lion Brand Yarn has been at the forefront of yarn trends while consistently providing its customers with the highest quality product, service, and inspiration.

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