

FOR IMMEDIATE RELEASE
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**EXPANSION IS A VIRTUAL REALITY FOR ARCHEBOOKS WITH THE RELEASE OF
“A BEGINNER’S GUIDE TO SECOND LIFE”**

Las Vegas, NV – March 23, 2007 — ArcheBooks Publishing (www.archebooks.com) announced today the publication of “*A Beginner’s Guide to Second Life*” by v3Image. With this title ArcheBooks marks its expansion into emerging Online Games and Virtual 3D market. **Second Life**, the fastest growing 3D game on the Internet, currently exceeds 4.8MM sign ups, and should grow to more than 10MM by year end.

“*A Beginner’s Guide to Second Life*” is a simple and easy to follow instructional guide developed to assist the “Newbies” of the Second Life community as well as addressing some of the more intricate nuances of the Virtual World created by Linden Lab. v3Image, the authors of “*A Beginner’s Guide to Second Life*” recognized that while the growth of Second Life has been extraordinary there were little in the way of instructional guides to assist those who could be confused by the intricacies’ of the game.

Ms. Maryann (Szostak) Wolf, the primary author, expressed surprise that there were little or no guides or books available to assist the Second Life resident on their journey. Ms. Wolf says “The Second Life experience is an incredible passage; however, it is a journey that can be enhanced by someone who has been there and is willing to share their knowledge.” She went on to say that “Second Life offers tremendous tools and access to the game, but as in any of today’s more technical games, knowing the cheats or even just knowing the basic shortcuts makes the game much more enjoyable.”

Sharing knowledge can be a difficult and daunting task. Knowing how to articulate the technical nuances in a manner that can be easily grasped and embraced is the key to any Instructional Guide and the team at v3Image has surely addressed this need. “*A Beginner’s Guide to Second Life*” is written in a simple and easily understood style. The content is designed to educate and engage at the same time encourage participation. Frustration can kill anyone’s enthusiasm for the game and “*A Beginner’s Guide to Second Life*” is written to eliminate that emotion and replace it with passion.

About ArcheBooks Publishing—the archetype of 21st century publishing—is an innovator in premium hardcover original fiction and historical works, offering the best in Mystery-Suspense, Science-Fiction, Fantasy, Horror, Women’s Fiction, Historicals, Contemporary,

Humor, Self-Help, and YA. ArcheBooks Publishing continues its founders' revolutionary approach towards business development, and their belief in the continuous evolving role the Internet plays in future business models. With their expansion into the Instructional Guide segment ArcheBooks can more fully address the newest opportunities being created.

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