

**FOR IMMEDIATE RELEASE**  
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### **ARCHEBOOKS PUBLISHING'S 1<sup>st</sup> ANNIVERSARY!**

Las Vegas, NV – 9/2/2004. ([www.archebooks.com](http://www.archebooks.com)) ArcheBooks Publishing Incorporated announced today it is celebrating the first anniversary. Like any new business venture, making it through that all important first start-up year is critical. ArcheBooks has not only survived, it has thrived, and is poised for exceptional growth in 2005.

In September 2003, ArcheBooks was a revolutionary business concept from the entrepreneurial business and marketing consulting firm of Gelinias & Wolf, Inc. ([www.geliniasandwolf.com](http://www.geliniasandwolf.com)). Robert Gelinias and Ralph Wolf enthusiastically believed that state-of the-art information technology and innovative business models could revolutionize one of the oldest product industries in the world—publishing commercial fiction. By the end of October 2003, they launched their first hardcover title. Sixty days later, by year's end, they had six titles in print in four different genres, and were already cash flow positive. One year later, they have over twenty titles in print, and are poised to complete over forty within the next six months in ten different genres, with twenty-four authors currently under contract.

"The secret to our success is no mystery," said Publisher and CEO Robert Gelinias. "As senior business executives and marketing consultants, we applied the proven business development and marketing principles we have personally used for decades. In the context of publishing, we knew from the outset what we wanted to do, and how we wanted to do it. We have a production and logistical system that is nearly 100% efficient. We specialize in a premium, high-quality product featuring some of today's newest and most talented authors. Most importantly, we intimately understand that success with any product is a function of demand creation, not mere product creation, which is where most new publishers—or businesses in general for that matter—make their biggest mistakes."

ArcheBooks Authors enjoy an unprecedented selection of marketing and promotion support from their young publisher, which enables them to develop and

richly enjoy the fruits and benefits of a career as a professional novelist— nationwide book signings, radio and TV interviews, movie options, and something writers rarely see: monthly royalty checks.

Ralph Wolf, COO and EVP of Sales and Operations for ArcheBooks said, “What makes our job a lot easier is the application of a simple business principle— deliver value. Far too many in our business concentrate solely on ways to reduce production costs or minimize inventories, which typically translates to poor product quality, or reduced opportunity for new authors, who indeed represent a business risk while unproven. Conversely, our model focuses on the delivering value to three parties: book buyers, book sellers, and book writers.”

Mr. Gelinis added, “Like any young company, our bottom line success metrics are very straightforward—Are we selling books and are we attracting investment to grow? To both questions the answer in a resounding Yes. Our main goals in our first year were to lay a strong foundation and prove the viability of our business model. We’ve done that, exceeding our own expectations. Our goals as we move into year-two are to concentrate on expanding our infrastructure, creatively enhancing our products, increasing our output capability, and broadening our market penetration—and to keep having a lot fun doing it.”

**About ArcheBooks Publishing**—the archetype of 21<sup>st</sup> century publishing—is an innovator in premium hardcover original fiction, offering the best in Mystery-Suspense, Science-Fiction, Fantasy, Horror, Romance, Historicals, Contemporary, Humor, True Crime, 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.

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