

FOR IMMEDIATE RELEASE
Ralph Wolf (702) 253-1338

Further Information Contact:
Ralph.Wolf@archebooks.com

ARCHEBOOKS PUBLISHING CELEBRATES ITS SECOND ANNIVERSARY

Las Vegas, NV – October 27, 2005 ArcheBooks Publishing (www.archebooks.com) announced today it is celebrating the Second Anniversary of it founding as the Archetype 21st Century Publisher.

“It’s been quite an adventure thus far,” said Publisher and Editor-in-Chief, Robert Gelinias. “After many years of advising and assisting other start-up firms launch their companies, we sincerely appreciate the significance of surviving the first year—let alone doubling our revenue and still growing.”

Founded by entrepreneurial marketing services firm Gelinias & Wolf, Inc., and with a unique emphasis on marketing and promotion of its titles and authors, ArcheBooks Publishing will release its 50th original title in October of 2005. That 50th title is appropriate to their historical milestone, entitled, ***To Move the World***, written by acclaimed novelist Brent Monahan, an ancient historical epic of the revolution of the Roman Empire as a result of its conquest of the Greek’s city of Syracuse in the age of the great genius Archimedes. ArcheBooks prides itself on its author-centric business model, innovative embrace of technical innovation, and its world-class business practices—setting a new tone for a small but nimble and creative enterprise successfully doing business in the highly competitive publishing industry.

“We’ve come a long way,” commented Executive Vice President Ralph Wolf, “and we fully recognize that the road before us will continue to be long and arduous. But that doesn’t make it any less exciting. We look forward to the theatrical release of one of our very first titles written by Sara Williams, ***The Don Juan Con***, with the major motion picture adaptation being produced by legendary producer **Robert Evans** and **Paramount Pictures**.”

Mr. Gelinias added, “As we move into our third year and continue to expand our domestic book sales and the addition of many new foreign markets, we’re continually inspired by the caliber of talented authors, literary agents, and investors who contact us with a fervent desire to be a part of what we’ve started. In an age where leisure entertainment options for a busy culture continue to diminish down to the lowest common denominators of recycled remakes,

formulaic category works, assembly-line commercial pulp, and even self-caricatured slot-fillers by many notable names, we don't shy away from doing whatever it takes to offer a hungry populace something new, something different, something exciting and something original to further the magical art of storytelling and serving as the inspiration of our readers' imaginations."

About ArcheBooks Publishing—the archetype of 21st century publishing—is an innovator in premium hardcover original fiction, offering the best in Mystery-Suspense, Science-Fiction, Fantasy, Horror, Romance, Historicals, Contemporary, Humor and Young Adult. 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.

Contact: Ralph Wolf, (702) 253-1338 or email to: Ralph.Wolf@archebooks.com

###