

FOR IMMEDIATE RELEASE

Ralph Wolf (702) 253-1338

Further Information Contact:

[Ralph.Wolf@archebooks.com](mailto:Ralph.Wolf@archebooks.com)

### ArcheBooks Hits 70!

Las Vegas, NV – 2/16/2007. ArcheBooks Publishing ([www.archebooks.com](http://www.archebooks.com)) announced today a new milestone in the young trade publishing company's history—the release of its seventieth original title, *The House of Kane* by Barbara Casey. In its three and half year history ArcheBooks Publishing has maintained a production pace of approximately twenty new carefully crafted original titles per year.

“When we first began,” explained publisher and editor-in-chief Robert Gelinis, “we offered our books of hardcover original fiction in only a few popular categories. Mystery Suspense, Science-Fiction, and Horror. However, we soon expanded that by adding titles in Women’s Fiction, Historical, Fantasy, Humor, Contemporary/Mainstream, and Young Adult. In 2006, we also made our first foray into non-fiction self-help, with the launch of Dr. Molly Barrow’s *Matchlines*, the first of a four book series. Dr. Molly and her book have been featured in *O Magazine*, *Psychology Today*, *NY Newsday*, and dozens of other top publications.”

Mr. Gelinis went on to add, “We’re extremely excited to see a new type of author emerge of late—authors we now eagerly seek out to acquire and invest in—those authors who are learning to harness the power of the information age to reach and develop new audiences in ways the passive marketing of brick and mortar bookstores never could. From blogs to podcasts to movie-styled multimedia trailers and each new information technology advance that comes along, the publishing game has changed, and continues to evolve—and we’re doing everything in our power to help make it happen.”

**About ArcheBooks Publishing**—the archetype of 21<sup>st</sup> century publishing—is an innovator in premium hardcover print and electronic original fiction and historical works. 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](mailto:Ralph.Wolf@archebooks.com)

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