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Ralph Wolf (702) 253-1338

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

**It Makes SENSE to ArcheBooks Publishing, Book Sense that is.**

Las Vegas, NV and Alpharetta, GA, December 10, 2003— ArcheBooks Publishing, announced today they have joined the BookSense family. BookSense supports the Independent Bookstores of America. By creating local and national marketing campaigns designed to publicize the knowledge and diversity uniquely inherent to the Independent Bookstores.

Through BookSense.com independent-bookseller's websites are linked to create a network devoted to e-commerce. BookSense.com is the e-commerce extension of the American Booksellers Association's (ABA) BookSense program.

The BookSense.com experience is designed to provide the customer with insight into the passion and knowledge that the Independent Bookseller possesses. This national network has the feel and understanding of your local bookstore and their love of books as well as their community. You have a tremendous resource at your fingertips; learning more about your local authors, planned store events, and of course the opportunity to purchase the latest books from your favorite or soon to be favorite authors.

ArcheBooks was formed in September 2003, as a wholly owned subsidiary of Gelinas & Wolf, Inc. Through ArcheBooks Publishing, literary agents have an alternative for their authors; ArcheBooks specializes in "Original Works of Fiction," which are presented in both traditional hardcover and electronic form (eBooks). Bob Gelinas and Ralph Wolf, the principles of Gelinas & Wolf, Inc. believe in the power of the Internet and its impact on how traditional business development can evolve.

For further information visit the company's websites at [www.archebooks.com](http://www.archebooks.com)

**Contact:** Ralph Wolf, Ph: (702) 253-1338 or email to: [Ralph.Wolf@archebooks.com](mailto:Ralph.Wolf@archebooks.com)

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