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FACELESS FURY SENDS HORROR FANS RUNNING FOR THE BORDERS!

Las Vegas, NV – August 1, 2006 ArcheBooks Publishing (www.archebooks.com) announced today receipt of a substantial order by Borders Books & Music for George Frawley's popular horror novel, *Faceless Fury*, just released in Trade Paperback format (ISBN 1-59507-086-9).

George Frawley's hardcover edition of *Faceless Fury* has been very popular in the Rocky Mountain region and his numerous successful book signing events prompted Borders to request an additional product. In preparation for widespread distribution throughout Borders stores, ArcheBooks developed a Trade Paperback edition which is currently available in 160 of the Borders stores.

Faceless Fury, a contemporary macabre tale of diabolical witches, was first released in hardcover in 2005 (ISBN 1-59507-081-8), and developed a loyal and enthusiastic following. Mr. Frawley has a full calendar of book signing events throughout the summer, where fans can meet him in-person. Please log onto www.archebooks.com/Events.htm for a list of locations, dates and times

Publisher, Robert E. Gelinis, commented, "Borders belief in George Frawley's work brings tremendous pride and satisfaction to the entire ArcheBooks Family." He further stated, "We're very pleased to be working with Borders, and we're committed to doing everything we can to provide their customers with top quality original works of fiction."

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.

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