

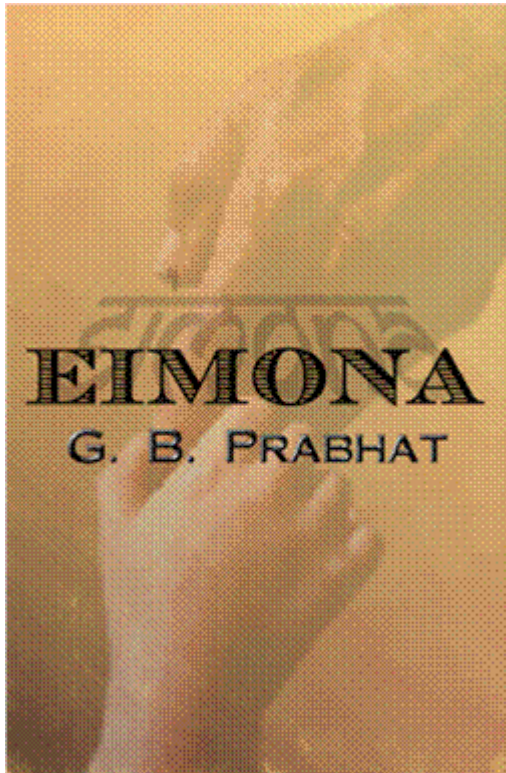
FOR IMMEDIATE RELEASE

Ralph Wolf (702) 253-1338

Further Information Contact:

Ralph.Wolf@archebooks.com

EIMONA—A LITERARY REFLECTION OF MODERN INDIA



Las Vegas, NV – 8/21/2006. ArcheBooks Publishing (www.archebooks.com) announced today the release of G. B. Prabhat's highly acclaimed and compelling new novel, *Eimona*.

"ArcheBooks Publishing is extremely excited about the debut of G. B. Prabhat's timely novel, *Eimona*, a tale of modern India," explained ArcheBooks' Publisher Robert E. Gelinas. "We live in a global world where disparate cultures once existed but now mesh and overlap in pursuit of commerce and prosperity. *Eimona* masterfully reveals that all progress comes at a price and not without consequence. While this brilliantly crafted story is set in India and is rich with its complex culture, its message is universal. Anyone living anywhere in the Western world would be wise to heed its lessons. Mr. Gelinas further said, "Indian literature is featured this year at the Frankfurt Book Fair in October. *Eimona* is an exemplary contribution to that body of work, and provides readers with an excellent opportunity to discover why it is becoming so popular and in such high demand."

Meenakshi Mukherjee, India's leading literary critic and Sahitya Akademi Award winner praised this seminal contemporary literary work: "*Eimona* is a chilling account of a future that is almost upon us: sophisticated technology and global finance altering the fabric of human relationships to create a world where each individual is alone in a virtual space and nature is irrelevant unless captured as a computer screen-saver. This is a timely fable which might make our high-achievers pause and think."

Kevin Carollo, Professor of World Literature and Writing at Minnesota State University Moorhead noted, "Twenty-five years ago, acclaimed writers such as Salman Rushdie and Anita Desai presented the world with an India wrestling with the simultaneous formation and partition of its national and traditional identities. Today, G. B. Prabhat has provocatively expanded the purview of world literature with *Eimona*, a novel that depicts another psychic partition defining contemporary India. Between the



nouveaux riches enraptured with the magic of the stock market and modern media, and those left behind by the new world economy, the reader glimpses a society all too willing to gate its communities and sell off its sense of history. Ultimately, ***Eimona*** is much more than an essential addition to Indian literature, as it illuminates a brave new world everyone must come to terms with. For we all come from ***Eimona***.”

Availability: ***Eimona*** (ISBN 1-59507-142-3) is available in the US and the UK in hardcover, published by ArcheBooks Publishing, and simultaneously released in India in paperback, in cooperation with Frog Books. Readers may check with their local book retailers for availability, or the book can be ordered online at all leading Internet retailers.

About G. B. Prabhat—G. B. Prabhat’s first novel, ***Chains***, was published in 2000 to much critical acclaim. His series of short stories in ***The Hindu*** (India’s most respected daily according to *TIME*) received an overwhelming reception from readers. His short stories have appeared also in ***The Indian Express***, another leading Indian daily. In 1995, he co-founded Satyam Renaissance Consulting Limited which went on to become the consulting unit of the Indian IT services giant, Satyam Computer Services Limited. In doing so, he established himself as a pioneer of the offshore consulting revolution. He lives with his family in Madras, India. ***Eimona*** is Prabhat’s second novel.

About ArcheBooks Publishing—the archetype of 21st century publishing—is an innovator in premium hardcover original fiction, historical, and self-help works, 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

###