

FOR IMMEDIATE RELEASE
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ARCHEBOOKS SELECTS INNERWORKINGS AS ITS NEW PRINT MANAGEMENT PARTNER

Las Vegas, NV – 7/7/2004. ArcheBooks Publishing (www.archebooks.com) announced today, that after an exhaustive search and industry review, it has chosen InnerWorkings, LLC of Chicago, IL (www.iwprint.com) as its new print management partner. ArcheBooks exclusively publishes its titles in cloth-bound hardcover, so superior quality of production was a key factor in its final decision. Since its inception in 2003, ArcheBooks has worked directly with individual book printers, but made the decision earlier this year that it needed something more.

“Our challenge is more than producing the books themselves,” explained ArcheBooks’ publisher, Robert E. Gelinas. “InnerWorkings prides themselves in being ‘Experts at Management Efficiency.’ For us, that directly translates into a more efficient print and distribution model that adds a tremendous value overall to ArcheBooks. Whether we’re printing a run of 1,000 or 10,000 books, their logistical and distribution capabilities enables us to streamline our operational model and internal infrastructure. InnerWorkings’ superior customer service brings us a level of intimacy and thoroughness with even our most minute production details—elements that we absolutely have to have to produce a truly premium product.”

Ralph Wolf, ArcheBooks’ EVP of Sales and Marketing said, “InnerWorkings was able to offer us a portfolio of services from over 900 suppliers, which allows us to enjoy economies of scale. Leveraging those factors affords us purchasing power that we would never be able to enjoy as an independent entity, now that we are part of InnerWorkings’ 850+ member clientele. Our print jobs are completed to our exacting specifications. We know our customers will be pleased, they expect as we do, a First Quality product they can be proud to sell.”

About InnerWorkings

Chicago, IL-based InnerWorkings is one of the world's largest and fastest growing enterprise print management firms. With a network of more than 900 suppliers, the firm's vast buying power, systems and expertise allows for efficient procurement of almost every category of print, including thousands of books, magazines, catalogues, CDs and DVD, plastic cards, packages, direct mail, brochures and other sales collateral. For more information on InnerWorkings, visit: www.iwprint.com.

About ArcheBooks Publishing

ArcheBooks Publishing was formed in September 2003, as a division of Gelinas & Wolf, Inc. It is dedicated to publication of premium original works of fiction, focused on bringing new authors to market. G & W's business model was developed with the knowledge that the Internet and electronic messaging would continue to expand the creative boundaries previously assigned to traditional media publication. Its principals, Bob Gelinas and Ralph Wolf, continue their revolutionary approach towards business development and their belief in the continuous evolving role the Internet plays in future business models.

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