

FOR IMMEDIATE RELEASE
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**ARCHEBOOKS PUBLISHING WELCOMES
JAMES SHAMBLÉN TO CHAIR ADVISORY BOARD**

Las Vegas, NV – 8/4/2004. (www.archebooks.com) ArcheBooks Publishing Incorporated announced today that Mr. James Shamblen of Fullerton, CA has accepted the role of Chairman of ArcheBooks' Advisory Board.

The Advisory Board is chartered with providing creative input into the strategic direction and operational guidance of the company. Furthermore, he holds a leadership role in assisting the company in finding business and industry specific experts to continually add to the knowledge base of the company.

Robert Gelinás, Publisher of ArcheBooks Publishing said, "Mr. Shamblen, a highly accomplished and successful businessman in his own right, is uniquely qualified to play such an important role on behalf of ArcheBooks Publishing. He is a talented novelist himself, and clearly understands what makes a good book. Product intimacy in the craft and keen business savvy gained through first-hand experience is the winning formula we need. That's what Jim brings to the table for us. We're extremely fortunate to have him on board."

Mr. Shamblen is a Magna Cum Laude graduate holding a Masters degree in Management Information Systems. Jim worked on a variety of classified and non-classified projects for the Department of Defense, NASA, and various civilian contractors. He is also a journeyman diamond cutter, which is a major element of his latest novel. He writes under the pseudonym of Simon Coe. His most recent novel, JUSTICE COMES ON FRIDAY, ISBN 1-59507-035-4, a suspense-thriller set in Saudi Arabia and the far East, was drawn from his life experience as an international traveler and business executive, which have taken him to exotic locals.

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, and YA. 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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