

**FOR IMMEDIATE RELEASE**

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### **ARCHEBOOKS INVADES BRITAIN**

Las Vegas, NV – 02/17/05. ArcheBooks Publishing ([www.archebooks.com](http://www.archebooks.com)) announced today that its ArcheBooks Direct online e-commerce system, which allows both retail and wholesale book buyers to purchase its titles directly from the publisher at aggressively discounted prices, is now available in the United Kingdom.

The system was initially deployed in the United States and Canada, but is now available to all UK residents and UK based businesses. Online book purchases are processed via Pay Pal, so UK book buyers will also benefit from payment in US dollars, automatically converted from British Pounds Sterling at the daily international banking conversion rate. All books will be distributed locally in the UK, so all orders will be processed and shipped within a few days, and no transatlantic shipments are required for prompt delivery. This is true for both consumers and bookstores. UK bookstores will now be able to order all ArcheBooks titles at the same 42% off trade discount that the US and Canadian booksellers enjoy today.

Furthermore, as part of this development, the ArcheBooks Direct standard consumer discount has been increased from 20% to 25% on every available title.

Robert Gelinias, ArcheBooks Publisher, said, “We’re excited about expanding the reach of our ArcheBooks Direct system to Great Britain. One of our authors, Mel Ayton, author of *A Racial Crime*, lives in Durham England, and we look forward to enjoying the fruits of more British authors and sharing the works of all our authors with more British readers.”

**About ArcheBooks Publishing**—the archetype of 21<sup>st</sup> century publishing—is an innovator in premium hardcover original fiction, offering the best in Mystery-Suspense, Science-Fiction, Fantasy, Horror, Romance, Historicals, Contemporary, Humor, True Crime, 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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