

FOR IMMEDIATE RELEASE
Ralph Wolf (702) 253-1338

Further Information Contact:
Ralph.Wolf@archebooks.com

**Author Sara Williams and Former Detective Lieutenant Dennis
Marlock Join Forces to Fight Con Artists.**

Las Vegas, NV April 21, 2004— ArcheBooks Publishing, announced today that *The Don Juan Con* by author Sara Williams has been recognized by the crime prevention organization "Professionals Against Confidence Crime" and its founder former Milwaukee, WI Detective Lieutenant Dennis Marlock. "Finally a book on a topic much ignored by the masses," said Marlock the past president and current chairman of the board of Professionals Against Confidence Crime. The *Don Juan Con*, a suspense novel about a woman who tracks down the sweetheart swindler who robs her, has just been added to the book list at Marlock's web sites Fraud Tech and Professionals Against Confidence Crime, alongside books delving into criminal fraud, mostly written by law enforcement professionals.

Marlock an author of several crime prevention books, including *How to Become a Professional Con Artist* established a crime prevention and information website Fraud Tech, www.fraudtech.bizland.com as well www.pac-c.org, which is the website for Professionals Against Confidence Crime. "The law enforcement and justice systems are often ill-equipped to serve fraud victims." Marlock said. In the case of victims of sweetheart swindlers, the only help available is often limited to self-help.

Victims may be too humiliated to come forward. Sometimes police, who tell them their case is a civil matter, discourage them. In *The Don Juan Con*, by Sara Williams, a determined victim succeeds in tracking down the con artist who robbed her. The novel delves into the emotional devastation suffered by the victims as opposed to the cynical attitude of the swindler. Author Williams first learned about sweetheart scams as a Florida newspaper reporter who helped track down and jail one of these charmers. "My aim is to warn women not to mix up their emotions with their bank accounts," Williams said.

“Who knows?” Marlock said of *The Don Juan Con*, “Perhaps it will spare others from falling prey to these parasites.”

ArcheBooks was formed in September 2003, as a wholly owned subsidiary of Gelinas & Wolf, Inc. 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. The principles, 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.

For further information, visit the company’s websites at www.archebooks.com
Contact: Ralph Wolf, Ph: (702) 253-1338 or email to: Ralph.Wolf@archebooks.com

###