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GELINAS & WOLF, INC. ANNOUNCES ARCHEBOOKS HAS COME OF AGE!

Las Vegas, NV – 7/22/2004. ArcheBooks Publishing (www.archebooks.com) formerly a Division of Gelinas & Wolf, Inc. announced today the formal spin-off of their publishing venture as a separate company, ArcheBooks Publishing Incorporated.

“With significant recent outside capital investment,” explained Robert Gelinas, President, CEO and Publisher of ArcheBooks Publishing, “it was necessary for us to administratively make ArcheBooks a distinct legal and financial entity. However, that’s just the tip of the iceberg. It’s really a reflection of how far ArcheBooks has come, and what it has achieved in such a short time—now ready to ‘leave the nest’. We’re extremely proud of the growth ArcheBooks has enjoyed in its first year of operation, achieving far more than our initial expectations.”

Ralph Wolf, ArcheBooks’ Chief Operating Officer and EVP of Sales and Operations added, “This is a logical step in our company’s evolution as it prepares to accelerate its growth, production capacity, distribution channels, and market penetration. One of our core business objectives has always been innovative demand creation for our authors and their works. We are now ready to move those efforts into a whole new gear.”

Founded in September of 2003 by Gelinas & Wolf, Inc., ArcheBooks Publishing released six original titles in 2003, an additional twelve titles in the first half of 2004, with plans to release another twelve in the second half of 2004. ArcheBooks Publishing specializes in premium hardcover original fiction, featuring the genres of Mystery-Suspense, Science-Fiction, Fantasy, Horror, Romance, Historicals, and YA. It is dedicated to helping new authors professionally establish and develop their audience. 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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