

**FOR IMMEDIATE RELEASE**  
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### **ARCHEBOOKS PUBLISHING SELECTS PAY PAL FOR NEW E-COMMERCE SYSTEM!**

Las Vegas, NV – 11/17/2004. ArcheBooks Publishing ([www.archebooks.com](http://www.archebooks.com)) announced today its selection of Pay Pal ([www.paypal.com](http://www.paypal.com)) as its e-commerce vendor of choice for credit card and order processing, which marks the launch of Phase One of its new automated fulfillment system: ArcheBooks Direct (ABD), currently in development.

Said Ralph Wolf, ArcheBooks' EVP of Sales and Operations, "Pay Pal's renowned commitment to customer security and transaction integrity was critical to the evolution and development of our wholesale and retail infrastructure. 45 million people know and trust Pay Pal. We do too. Pay Pal will now be our trusted gateway, directly interfacing with our customers purchasing books. We want each customer to have absolute confidence in their transactions. Pay Pal delivers that level of confidence to us with incredible ease and back-office flexibility into our internal systems."

E-commerce integration with Pay Pal is the first step in ArcheBooks efforts to offer all of its books via the Internet. Currently, all electronic books offered by ArcheBooks are now processed via the Pay Pal system. Coming soon, this capability will also be true for ArcheBooks' hardcover print editions of its books, integrating online purchase transactions electronically with ArcheBooks' print management and fulfillment logistics partners. In Phase II of the new e-commerce system's deployment it will also enable direct online ordering capability for ArcheBooks' wholesale partners (Booksellers, Book Reps, and Book Distributors).

Robert Gelinias, Publisher of ArcheBooks explained, "To date, for our online retail customers, our books have been marketed from the ArcheBooks' website via direct product links to Amazon.com and BarnesandNoble.com, and in the future our books will continue to be linked to those online retailers for customers who wish to purchase from those "e" retailers. However, our new e-commerce system will soon offer a new alternative, a new option for online consumers and wholesale booksellers to purchase books directly from ArcheBooks Publishing with a few clicks of the mouse, inclusive of full drop-ship fulfillment. This capability will serve to get our titles to both consumers and bookstores more rapidly, plus give us more direct control over the entire fulfillment process, which in turn affords us the ability to enhance our overall customer service options."

**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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