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FOR IMMEDIATE RELEASE

**NEW INSPIRATIONAL QUOTATION BOOK FROM THE BOOK COMPANY ASKS
“WHERE WILL YOU BE FIVE YEARS FROM TODAY?”**

DELRAY BEACH, Fla. (September 17, 2008) –**The Book Company** (ASI 41010, PPAI 218850, UPIC: BOOKCO) announces the exclusive availability of “**5: Where Will You Be Five Years From Today**” a new and unique book that features thought-provoking questions, real-life stories, and inspiring quotations to serve as both a spark and a road map for living life to its fullest, said Doug Greenhut, president.

A unique all-purpose business gift for virtually any company or organization, “5” is a fascinating, free-wheeling book of ideas and inspiration for making the next five years of your life the best five years of your life. The book is 7” x 9” in size, 80-pages, and features a hardcover with a book jacket. With a minimum order of 50 copies, customization options for the book include a Cover Imprint and Promo-Page Insert. Custom Book Jackets are available for 500 copies or more.

“This book is one of the most powerful gift items we have ever come across... and we see a lot of books”, said Greenhut. “5” provides a completely new spin on inspiration – it rouses us to map out a course for our lives and allows us to set our own coordinates. When you read “5”, your life becomes an adventure and you become the main character... how many gifts can do that? Not many!”

Chapters of the book include:

- Live your life on purpose
- Follow your dreams—they know the way
- Think big (No, even bigger than that)
- Trust your crazy ideas
- When was the last time you did something for the first time?
- How will you change the world?
- How do you want to be remembered?

In addition to an ideal business gift, Greenhut recommends “5” as a perfect gift choice for celebrating birthdays, graduations, company milestones or retirements. The book also serves as an especially significant gift for “future-oriented” companies, such as financial planners, investment, insurance and real estate professionals as well as educational and training organizations.

Unique to the promotional products industry, The Book Company offers customization for literally any book in the world. Their experienced team and expansive web site (www.thebookco.com) offer promotional product specialists smart and easy ways to find the perfect book for most any promotional theme and budget. With a minimum of just 50 books customization options include a Cover Imprint (a 1-color logo pad printed on the book’s front cover) and Promo-Page Insert (a full-color page permanently glued inside any book). At 500 copies, a Custom Book Cover or Jacket replaces the book’s original cover to feature a client’s full-color custom artwork

For more information about “5: Where Will You Be Five Years From Today?” or any other book title offered by The Book Company, contact customer service toll-free at 1-800-367-9388 x.208, or visit their web sites at:

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