

For Immediate Release

Media Contact:
Bill Schreiber, 773-477-1855

**THE BOOK COMPANY NAMED FINALIST IN
2007 "BEST PLACES TO WORK" AWARD PROGRAM**

DELRAY BEACH, Fla. (March 21, 2007) –**The Book Company** (ASI 41010, PPAI 218850, UPIC: BOOKCO) was named a finalist in the 2007 "Best Places to Work" award competition sponsored by the *South Florida Business Journal*, said Doug Greenhut, president, The Book Company.

"I was so surprised that our entire staff got together secretly and applied for this honor without letting me in on it," said Greenhut, who started the company in 1998. "Everyday I am thankful for the wonderful group of people that work here. It was gratifying to see that everyone feels appreciated and enjoys coming to work each day as much as I do. That means a lot to me."

Sponsored by the *South Florida Business Journal*, the Best Places to Work award program was open to all companies in a tri-county region (*Dade, Broward and Palm Beach counties in Florida*). Finalists were selected in three different categories based on the size of the company. The Book Company was a finalist in the "under 50 employees" category. In order to qualify for the award, companies were judged quantitatively based solely on employee feedback in an online survey (80% employee participation was required).

"The Book Company has a great working philosophy, wonderful owner, fun environment, and dedicated employees who together form one incredible team," said Corinne Vaiser-Cooper, an account executive who has worked at The Book Company for more than six years and initially nominated the company for this award. "This company knows how to treat its employees and customers, and we're all very proud to be a part of it."

The Book Company is unique to the promotional products industry, offering customization for literally any book in the world. Depending on the format of the book, customization options include a Cover Imprint (a company's logo imprinted on a book's cover or jacket), a Promo-Page (a full-color page permanently inserted) as well as Custom Book Jackets (featuring full-color artwork, replacing the existing jacket).

"I love working for the Book Company," said Ericka Sutton, production director who has been with the company for three years. "We have great people and a healthy work atmosphere. Doug makes working here new and exciting everyday. This truly is the best place to work in South Florida."

For more information about The Book Company, contact customer service toll-free at 1-800-367-9388 x.208, or visit their web sites at:

- Distributor Website: www.thebookco.net
- End-User Website: www.thebookco.com