

For Immediate Release

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**THE BOOK COMPANY TO PUMP UP BRAINPOWER
WITH INTRODUCTION OF “POWER-UP” BOOK SERIES**

DELRAY BEACH, Fla. (July 7, 2008) –**The Book Company** (ASI 41010, PPAI 218850, UPIC: BOOKCO) announces the exclusive availability of a new self-help book series called “Power-Up” that offers basic easy-to-understand techniques for more effective thinking, better memory, and more creative problem-solving, said Doug Greenhut, president.

Each 144-page paperback in the Power-Up series provides 101 ideas and shortcuts to better your brainpower whether it’s for improving IQ, creativity, recall or decision making. The four-book series cover the following topics:

- **Get it Done! 101 Ways to Think and Act Smart**

Think Smart, Act Smart shows you how to get the most out of your brainpower in everyday situations: how to analyze situations and problems, come to the right conclusions, make good decisions, and convert those decisions into action. In short, it’s a guide to getting things done right.

- **IQ Power Up 101 Ways to Sharpen your Mind**

Just as physical exercise builds muscle tissue, the right kind of mental workout stimulates brain cells and raises IQ. Here, from a respected clinical psychologist, are 101 proven ways to strengthen reasoning power and increase speed and flexibility of thought.

- **Memory Power-Up: 101 Ways to Instant Recall**

Become a memory maestro! The book includes wonderfully effective tried-and-true methods for maintaining an active, youthful brain. From facts and figures to performing impressive memory tricks to impress friends, you’ll take your powers of recall to new heights.

- **Out of the Box: 101 Ideas for Thinking Creatively_**

Break free from the patterns of habitual thinking—and enter a new world of out-of-the-box ideas, imaginative solutions, and creative satisfaction. These 101 techniques will help you find original styles of thinking, open yourself up to new possibilities, and turn your best schemes into practical reality.

“With topics that have wide-range appeal and a cost of under \$10.00 (R), the Power-Up book series offers distributors a host of creative options to offer their business clients,” said Greenhut. “For example, *Out of the Box* is an ideal promotional product for an advertising agency or technology company to give clients to promote cutting-edge thinking. Or perhaps include *Memory Power-Up* as part of a sales meeting workshop or a give-away at a customer service training session.”

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 the Power-Up book series 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:

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