

For Immediate Release

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**THE BOOK COMPANY GOES “GREEN”
WITH NEW WEB SITE
www.books4greenliving.com**

DELRAY BEACH, Fla. (April 15, 2008) –**The Book Company** (ASI 41010, PPAI 218850, UPIC: BOOKCO) recently launched a “green” specific web site (www.books4greenliving.com) to help showcase the company’s vast array of earth friendly book titles, said Doug Greenhut, president, The Book Company. To support this new website a FREE sales flyer is also available by request.

“Books related to “green” issues are smart promotional products because they clearly tie-in to a company’s “green” message,” said Greenhut. “A book on recycling may fit a waste management company’s message, a book about saving energy can be used to promote a power company’s agenda and a book titled *Greening Your Office* may perfectly support a promotion for an office supply company. Beyond the standard promotional product made of recycled materials, “green” books offer a more targeted, intelligent and results-oriented solution.”

With new “green” books being released almost weekly, The Book Company’s new website allows promotional product specialists the opportunity to see all of these books in one quick and easy way. Samplings of the top-selling “green” books featured on www.books4greenliving.com by The Book Company include:

- *365 Ways To Live Green*
- *National Geographic’s True Green and True Green @ Work*
- *the green book*
- *Greening Your Office*
- *The Little Green Guide to Energy: Use Less. Save More.*

Unique to the promotional products industry, The Book Company offers customization for literally any book in the world. Their experienced team and expansive website (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 www.books4greenliving.com or to request FREE "green book" flyers, 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