

**For Immediate Release**

**New Conservative Imprint at Penguin Group (USA) to be called Sentinel**

New York, New York, November 25, 2003 ... Susan Petersen Kennedy, President of Penguin Group (USA), and David Shanks, CEO, announced today that the company's new imprint for conservative books will be called Sentinel. Adrian Zackheim, the founder and publisher of Sentinel, will launch the imprint with five titles in Fall 2004.

Mr. Zackheim said, "Since April, when David and Susan gave me the mandate to start this imprint, I've been looking for books that will stand on their own merits while representing a diversity of right-of-center opinions on politics, public policy, culture and international affairs. With the help of our new editor, Bernadette Malone, and with David's informal but invaluable guidance, we've acquired some very exciting books for our first season and beyond."

Mr. Zackheim added that he chose the name Sentinel because it symbolizes a tough-minded defense of America's fundamental values and national interests. The imprint will publish approximately 12 to 15 new books per year, in both hardcover and trade paperback.

Sentinel's first list will include:

**Great Pretenders: How Liberals Hurt the Ones They Claim They're Helping**

by Mona Charen (November 2004)

A nationally syndicated columnist dismantles the left's record on domestic policy, just as Charen's previous book, the *New York Times* bestseller *Useful Idiots*, did on foreign policy.

**The Fifth Column: The Secret Islamic Terror Network in the United States**

by Harvey Kushner with Bart Davis (October 2004)

From a prominent terrorism expert, a disturbing look at the shocking growth of forces within the U.S. that are supporting and enabling future attacks.

**Home-Along America: The Danger to Children Without a Stay-at-Home Parent**

by Mary Eberstadt (December 2004)

A research fellow at the Hoover Institution explores recent trends in two-career couples, divorce, and the breakdown of the extended family, and the impact of these trends on childhood obesity, learning disabilities, sexually transmitted diseases, and other problems.

**A Matter of Character: Inside the White House of George W. Bush**

by Ronald Kessler (August 2004)

A veteran journalist and bestselling author draws on his exclusive access to Bush Administration officials to explain how the President's personal character has shaped every aspect of his administra-

tion.

### **Beacon of Liberty: A Patriot's History of the United States**

by Larry Schweikart and Michael Allen (September 2004)

Two historians offer a comprehensive guide to American history, without the distorting bias of political correctness.

Mr. Zackheim has a long track record of publishing books by notable conservatives, including Margaret Thatcher, Newt Gingrich, and Bob Dole. He noted that the launch of Sentinel will not affect his role as the founder and publisher of Portfolio, Penguin Group's business book imprint, which has published six *Wall Street Journal* business bestsellers and one *New York Times* nonfiction bestseller in its first year.

Bernadette Malone, who joined Sentinel as an editor in June, was previously with Regnery Publishing in Washington DC, where she edited three *New York Times* bestsellers on conservative themes. Her writing has also appeared in *National Review* and *The Weekly Standard*, and she remains affiliated with the Manchester (NH) Union Leader, whose editorial page she edited before joining Regnery.

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