

FOR IMMEDIATE RELEASE

**Carlo DeVito, Publishing Industry Innovator, Names New Penguin Group (USA)
Division Chamberlain Bros., Unveils First Four Titles,
Including *DIRTY BOMB: Weapon of Mass Disruption*
and *10 SECRETS I LEARNED FROM "THE APPRENTICE"***

-- Kit Titles will be Branded "Roadside Attractions" --

New York, New York, April 6, 2004 ... Carlo DeVito, founder and publisher of a new Penguin Group (USA) multi-faceted division, today unveiled his division's name, **Chamberlain Bros.**, and its first four titles – all **Express Paperbacks**. The first book, *DIRTY BOMB: Weapon of Mass Disruption*, by Gilbert King, is in stores today. Chamberlain Bros. will publish hardcover titles (with and without CDs, software or DVDs) and paperback originals as well as Express Paperbacks and illustrated editions, with approximately eight to ten titles expected to be published in 2004.

Under the Chamberlain Bros. umbrella, Mr. DeVito also plans to publish kit titles, which will be branded **Roadside Attractions**, with first titles expected in Winter 2005. The exciting array of Roadside Attractions releases will encompass kit products that offer engaging, interactive insights into everything from cooking and humor to history and arts and crafts.

On the naming of his division, Mr. DeVito said, "Joshua Lawrence Chamberlain was a Civil War general. At the battle of Gettysburg, when Lee's men advanced, he stood in a moment in time few people could equal. If Chamberlain won the day, he could literally save the Union, but if he failed, he could possibly lose the war. I think those of us in book publishing stand at that same spot today. With the Internet, television, radio, magazines and books, the media has never been at a more exciting moment. And I think we have a chance to make some history. The Bros. angle is a small nod to my twin sons Dylan and Dawson."

Of his first titles, Mr. DeVito says, "With our Express line, we'll be following the hottest stories that are making headlines in business, politics, world news, sports, arts and entertainment, among other categories. It's in-depth reporting on what people are talking about around the water cooler or at lunch, when it's hot ...not nine months later."

First Express Paperbacks titles from Chamberlain Bros. include:

THE DIRTY BOMB: Weapon Of Mass Disruption by Gilbert King. An investigative look into the history of the dirty bomb, with numerous stories. The book examines all sides of the issues associated with the dirty bomb - security, understanding the technology, the history, and what to do in case of a dirty bomb. It is the first book about the dirty bomb. Gilbert King has authored several books and many magazine articles, and

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has been published in the *San Diego Union, Playboy* and is a former editor at *Mirror Magazines*. His photography has appeared in such publications as *New York* magazine and *The New York Times Magazine*. (April 6, 2004)

10 SECRETS I LEARNED FROM "THE APPRENTICE" by Brandon Toropov and Beth Gottfried. On the hit reality TV show, "The Apprentice," 16 power-mongering contestants compete ferociously for a top-level, year-long position at one of real estate mogul Donald Trump's companies. The competition - and the competitors - are ruthless, but only one will be left standing. So what does it take to become number one in the world of big business and finance? By examining the show and the contestants, not to mention Trump himself, some valuable tips can be gleaned to pay the way to the top. Includes all the up-to-date storylines and tips from the complete first season. Brandon Toropov is a Boston-based business author with a degree in politics from Brandeis University. He has written and acquired numerous business and trade management titles. Beth Gottfried is a Boston-based writer and editor who writes a regular column on "The Apprentice" for the-trades.com. She also writes for several other web sites, including moodspins.com and subterraboston.com. (July 27, 2004)

THE MOST DANGEROUS MAN IN THE WORLD: Dawood Ibrahim by Gilbert King. Dawood Ibrahim is one of the richest gangsters in the world, was connected with the murder of Daniel Pearl, was the mastermind of the 1993 Bombay serial blasts that killed 300 people, and was one of the people who began the nuclear arms black market. This is the first ever book about Ibrahim. (April 25, 2004)

THE ANGEL OF DEATH: The Charles Cullen Story by George Mair. The first book about the nurse who, for the last 16 years, reportedly killed 30 to 40 people in Pennsylvania and New Jersey. George Mair has authored the bestselling biography of Oprah Winfrey, a book on Barry Diller, and has written numerous newspaper columns. (May 25, 2004).

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NOTE TO THE PRESS:

Carlo DeVito founded his new Penguin Group (USA) division in March 2004. He previously invented the Mini Kits and brought new licenses to the Miniature Editions line during his tenure at Running Press, which began in 1997. His many bestselling Mini Kit titles include *Itty Bitty Buddha, The Mini Zen Garden Kit, The Mini Water Garden, The Art of Belly Dancing, The Mini Bonsai Potato Kit, The Mini Fondue Kit* and *Burt's Bees Facial Kit*. With the kits, he also spearheaded the launch of the new Labrador Outdoor Brand and the Original Famous Teacher Family Brand. In addition, he created larger popular mid-priced book-plus kits, including *Snowman In a Box, Mr. Potato Head,*

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Sex On the Beach, and *The Magic Eight Ball*. And he has published titles in conjunction with such corporations as Mattel, Hasbro, Betty Crocker, Wine Spectator, and the Sinclair Intimacy Institute, among others.

Mr. DeVito began his publishing career with Macmillan, where he worked for seven years. He was a supervisor at the National Harris Poll for five years.

While known for his innovations, Mr. DeVito has also been the editor of many successful traditional trade books, including *Strange Fruit* by David Margolick, *On the Shoulders of Giants* by Stephen Hawking, and three titles by Malachy McCourt. Other authors include E. O. Wilson, Arthur M. Schlesinger Jr., John Edgar Wideman, Stanley Crouch, Dan Rather, Dee Brown, Susie Bright, and Eleanor Clift. Mr. DeVito is also the author of more than 10 books, including *D. Wayne: The High-Rolling Fast Times of America's Premier Horse Trainer* and titles on subjects ranging from wine to dogs to international crime.

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