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AUTHOR SPRINGS FROM IUNIVERSE TO NEW YORK TIMES BEST-SELLER LIST

Laurie Notaro's Self-Published Book, The Idiot Girls' Action Adventure Club, Hits Number 10 on Best-Seller List

LINCOLN, Neb., July 29, 2002—Author Laurie Notaro's book, *The Idiot Girls' Action Adventure Club*, hit the *New York Times* Paperback Best-Seller List at number 10 for the week of July 29, 2002. Originally self-published through iUniverse, an independent publishing company that helps authors professionally publish, distribute and market their work, *The Idiot Girls' Action Adventure Club* was picked up by Random House in October 2001.

Notaro was rejected by countless mainstream publishers before taking her destiny in her own hands by self-publishing *The Idiot Girls' Action Adventure Club*, a funny collection of biographical essays, through iUniverse in December 2000. Through her marketing efforts and support from iUniverse, Notaro became one of the company's most consistent selling authors. The six-figure, two-book deal from Random House Notaro landed in October 2001 marks her remarkable success as a first-time author and exemplifies how authors can maximize their potential by demonstrating the value of their work with leading self-publishers such as iUniverse.

"If you have something that you believe in and you feel really strongly about, you go after it no matter what," said Notaro. "If somebody blocks one road, find another. That's what iUniverse was for me, another route."

Notaro's success is indicative of a growing number of authors choosing to take a more proactive role in bringing their books to the market. By publishing with iUniverse, authors can see their work

published quickly and prove its appeal to readers. With success and marketability proven, a book is much more likely to be attractive to more traditional publishing houses.

“Laurie Notaro is a perfect example of how authors can become extremely successful by using iUniverse as a launching pad to more traditional publishing houses,” said Kim Hawley, CEO of iUniverse. “With the tools and connections that iUniverse offers emerging authors, it is possible for every author to reach their audience.”

Other iUniverse authors have seen similar success through iUniverse. Titles that have been picked by mainstream publishers include Brandon Massey’s *Thunderland* (Kensington), Bob Francher’s *Pleasures of Small Motions* (Lyon’s Press) and Ruby Ann Boxcar’s *Down Home Trailer Park Cookbook* (Kensington).

About iUniverse

iUniverse (www.iUniverse.com) helps individuals publish, market, and sell fiction and non-fiction books. The company is the largest independent publisher in the U. S. and last year published more than 5,000 new titles, making it the second largest publisher, by title, in the world. The company provides high-quality trade paperbacks with unique covers and professional book blocks. Distribution is the broadest available and includes Barnes & Noble, BN.com, Amazon.com, Books-A-Million, Borders, and tens of thousands of other online and brick & mortar booksellers. iUniverse publishing programs are endorsed by industry leading author organizations, including the Authors Guild, American Society of Journalists and Authors, and Mystery Writers of America. The company has been in the publishing business since 1999 and has received major equity investments from Warburg Pincus and Barnes & Noble.

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