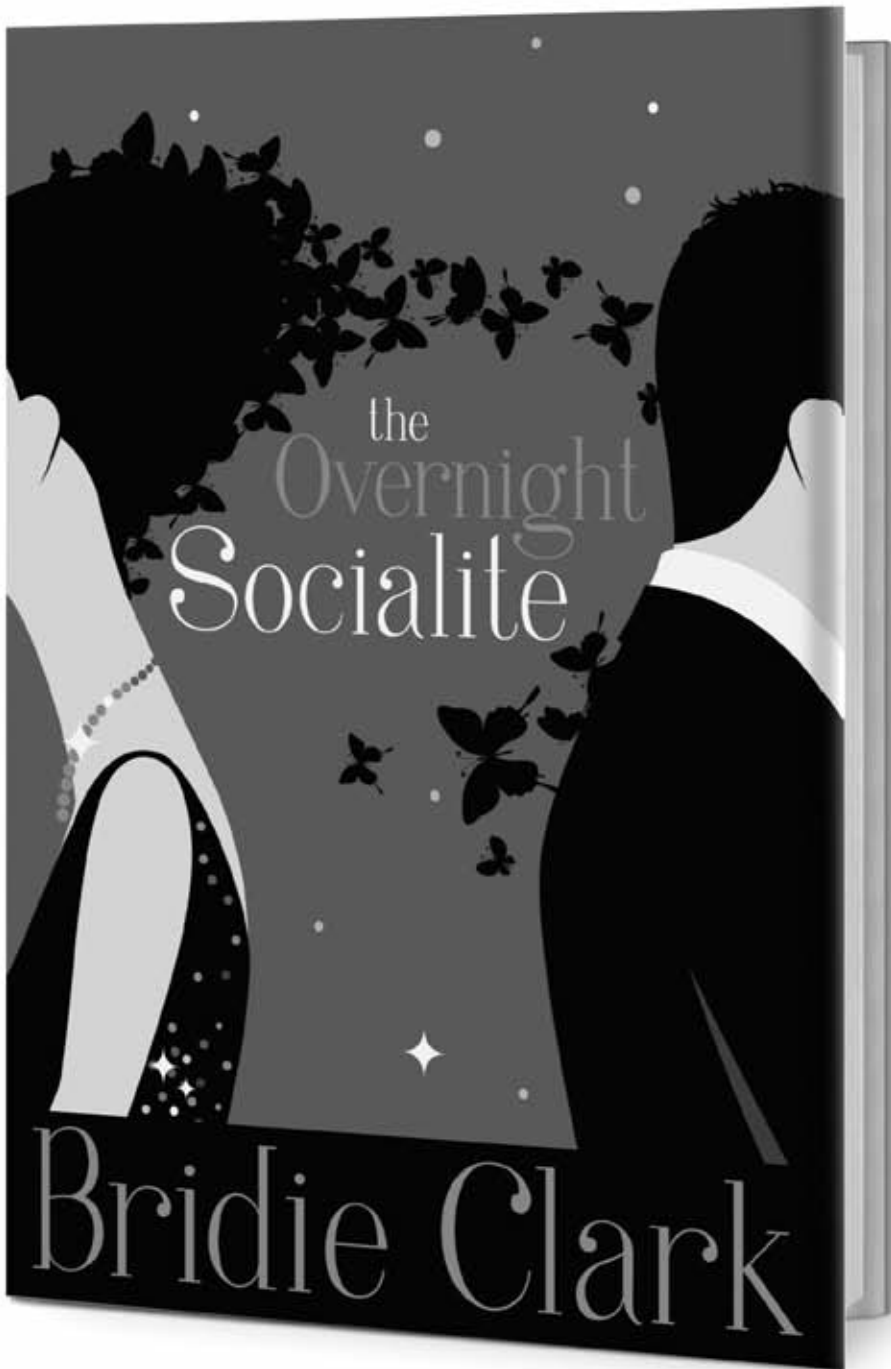




Bob and Harvey Weinstein have an extraordinary track record in the publishing business dating back to 1993. That year they formed Miramax Books, which went on to publish many #1 *New York Times* bestsellers, including *Leadership* by former New York City mayor Rudolph Giuliani, *Leap of Faith* by Queen Noor, *Big Russ & Me* by Tim Russert, and the *Artemis Fowl* series by Eoin Colfer.

The Weinstein brothers founded Weinstein Books in fall 2007 and continued their tradition of publishing a select number of titles per season by today's most important and influential authors and personalities. Larry King, Padma Lakshmi, Kathy Freston, and Tom Folsom are just a few of the bestselling authors on our list, which is distinguished by compelling voices, broad popular appeal, and intensely focused publishing campaigns tailored to the strengths of each title.

Now, in partnership with the Perseus Books Group, an exciting new era for Weinstein Books begins.



From the author of the media sensation *Because She Can* comes a charming, deliciously modern retelling of the classic *My Fair Lady*.

Lucy Ellis moved to the Big Apple to pursue her lifelong dream of becoming a fashion designer, but the native Midwesterner has just about had it with the city. A mousy, self-conscious girl trapped in a job at a designer sweatshop, Lucy has been mistreated, road-blocked, and otherwise insulted since her arrival. Overwhelmed by city life, Lucy is about to pack it all in and return home to Minnesota. Then she meets Wyatt.

After being publicly dissed by the glamour girl he'd been dating, man-about-town (and bored Ph.D. anthropologist) Wyatt Hayes wants to prove he's still at the top of his game and boasts to his best friend that he can transform any girl—even wallflower Lucy Ellis—into this year's "It" girl. If he can fool the upper crust of New York society into thinking an impostor like Lucy is the real thing, he can rip the chiffon veil off the whole Park Avenue social scene.

Lucy's an unlikely candidate to become a red-carpet butterfly, but she considers it her last resort and jumps at the opportunity to "become somebody" in New York. Wyatt begins to rigorously train Lucy in the style, sounds, and sensibilities of socialites born with entire sets of silver spoons in their mouths. Three months of preparation culminate in Lucy's appearance at the ultra-exclusive Fashion Forum Gala, where Lucy and Wyatt finally confront New York's aristocracy—and their feelings for each other.

Set against the glittering backdrop of contemporary Manhattan, *The Overnight Socialite* puts a 21st-century sheen on a timeless story of transformation and unlikely love.

ADVANCE PRAISE FOR BRIDIE CLARK'S THE OVERNIGHT SOCIALITE

"Quite enchanting....It's Pygmalion in Lily Pulitzer." —**Graydon Carter**

"A distinguished froth of rich social satire and romance." —**William Norwich, Vogue**

"The rollicking, smart-aleck fun along the way is worth the price of admission."
—**Publishers Weekly**

"Crisp, funny prose and endearing characters...A fun read for fans of well-written chick lit." —**Library Journal**



BRIDIE CLARK, a former book and magazine editor, graduated from Harvard University, where she was an editor of the *Harvard Crimson*. She has written for the *New York Times*, *Vanity Fair*, *New York*, *Quest*, and *Elegant Bride*. Clark's debut novel, *Because She Can*, was published in nineteen countries around the world. Clark lives in New York City. Visit her website at www.bridieclark.com.

THE OVERNIGHT SOCIALITE

BRIDIE CLARK

JANUARY

FICTION

978-1-60286-082-7

\$23.95

CANADA \$29.95

5½ x 8¼ • 304 pp

HARDCOVER

US, C

MARKETING

National print advertising campaign including the *New York Times*

National TV and radio appearances

National print features and off-the-book-page coverage

Major print and online review attention

Online publicity campaign targeting social networking sites and blogs

Author events on the East Coast

Coordinated tie-ins with fashion marketing and retail events

Cross promotion on author's website: www.bridieclark.com

IndieBound white box mailing

Advance reading copies

My Fair Lady is a beloved classic that still resonates today.

Readers consistently adore plain-Jane heroines who overcome the odds to make it in the Big City—as in *The Devil Wears Prada* and *Ugly Betty*.



ALL
THINGS
at
ONCE

MIKA
BRZEZINSKI

From the MSNBC *Morning Joe* co-host, a candid and inspiring motivational book that will help women of all ages confront the unique professional and personal challenges they face in the key moments of their lives.

As the co-host of MSNBC’s popular show *Morning Joe*, Mika Brzezinski has established herself as a leading political news journalist and beloved television personality.

But success hasn’t always come easy for Mika. Growing up the only daughter of former national security adviser Zbigniew Brzezinski, she struggled to find an identity in a family of overachievers. She worked her way up the ranks of network television to surpass even her own ambitions, reaching the very top of the ladder, only to get canned less than a year later. After an unsuccessful stint as a stay-at-home mom, Mika went back to the workplace with encouragement from her eight-year-old daughter. She decided to start all over again with a beginner’s job at age forty, a step back that proved to be a brilliant career move. Mika stumbled into *Morning Joe* and the rest is history. Now, in a time when many women are losing their jobs or struggling to find the perfect balance between work and home, Mika guides women of all ages to a place where they can find peace and fulfillment in their lives.

In the tradition of Gail Sheehy’s classic *Passages*, this illuminating book shows women how to reach their full potential in all areas of life and at every stage of their journey. Blending the personal with the prescriptive, Brzezinski’s book will address the perpetual question of how to “have it all” when it comes to work and family; the importance of remaining equally humble in the face of great success and seemingly devastating setbacks; as well as the necessity of knowing and embracing our limitations so that we may transcend them.

ADVANCE PRAISE FOR *ALL THINGS AT ONCE*

“Knowing Mika, I am not surprised that her memoir is penetratingly honest. Any working mother will appreciate the difficult choices she writes about, and the way she blames herself (don’t we all!). It’s a straight-from-the-shoulder everywoman story—told with heart and verve. I loved it.” —**Lesley Stahl**

“In the end you will emerge a little stronger with a smile in your heart and on your face.” —**Suze Orman**

MIKA BRZEZINSKI is a co-host of *Morning Joe* and an MSNBC anchor. She is also co-host of *The Joe Scarborough Show with Mika Brzezinski*, a national radio program distributed by Citadel Media. Brzezinski reports on *NBC Nightly News* and is an alternating news anchor for *Weekend Today*.

ALL THINGS AT ONCE

MIKA BRZEZINSKI

JANUARY

MEMOIR/SELF-HELP

978-1-60286-111-4

\$24.95

CANADA \$31.95

6 x 9 • 256 pp

HARDCOVER

US, C

8-page color photo insert

MARKETING

National print and online advertising campaign

Continuous promotion on MSNBC’s *Morning Joe* and *The Joe Scarborough Show with Mika Brzezinski* on Citadel Media

National TV and radio appearances

National print features and off-the-book-page coverage targeting women’s magazines and national newspapers

12-city author tour

Major online publicity campaign targeting women’s, news, media, and social networking sites

Advance reading copies

Morning Joe airs daily on MSNBC from 6 to 9 a.m. and the growing success of the show has now led to a daily program on WABC Radio.

Mika developed a huge following and became a YouTube sensation after steadfastly refusing to read a report about Paris Hilton ahead of a political story she felt was more important.

Given the difficult economic climate and stressful times, Mika’s message will provide hope and direction to a broad audience of women readers.

**TIMOTHY AND THE
DRAGON'S GATE**
ADRIENNE KRESS
JANUARY
FICTION (AGES 8–12)
978-1-60286-109-1
\$6.99
5½ x 8¼ • 368 pp
PAPERBACK
US

MARKETING

Paperback review coverage

Trade advertising including libraries and bookseller outreach

Appearances at bookstores, schools, and book festivals, including Jewish book festivals and JCC events

The book features many colorful and memorable characters that kids will love: Timothy Freshwater, Mr. Shen, Sir Bazalgette, and the Man in the Beige Linen Suit—plus Alex, the lovable tomboy heroine from *Alex and the Ironic Gentleman*, returns and teams up with Timothy!

A classic adventure quest—perfect to read aloud to younger readers and an exciting and accessible book for ages 8 and up.

The first book in the series received a starred review in *Publishers Weekly* and an endorsement from bestselling author Eoin Colfer.

NOW IN
PAPERBACK



Now available in paperback—the adventures of a smart-aleck young boy who must protect a thousand-year-old dragon and return him to China.

Timothy Freshwater's father can't control him, his mother is always out of town, and now the boy—too smart for his own good—has been expelled from the last school in the city. After he meets Mr. Shen, a mysterious Chinese mailroom clerk at his father's office, Timothy winds up in more trouble than he has ever gotten himself into before.

It turns out the diminutive Mr. Shen is a dragon. Forced to take human shape for a thousand years, Mr. Shen cannot resume his true form until he scales an ancient Dragon's Gate during a festival for the 125th Year of the Dragon. Now Timothy finds himself Mr. Shen's latest keeper, and is led into a dizzying series of adventures.

Told in Adrienne Kress's distinctive, sparkling prose, *Timothy and the Dragon's Gate* is a humorous and astounding story about a boy who ultimately uncovers his own ability to love and opens his heart to the world around him.

PRAISE FOR *TIMOTHY AND THE DRAGON'S GATE*

"Enthralling and impressive...Kress has crafted an engrossing tale laced subtly with its own set of valuable lessons, ones she is careful never to oversell. *Timothy and the Dragon's Gate* might be about growth and selflessness and generosity, but kids don't want to read that stuff: they want stories about pirates, ninjas, epic battles, sewer chases, and dragons, which Kress delivers in spades."

—*Quill & Quire* (starred review)

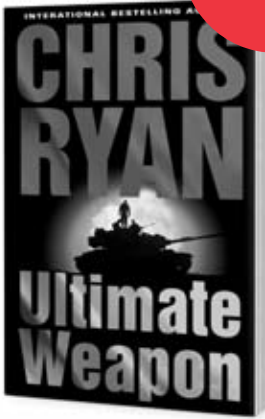
"[The book's] snarky dialogue, sudden twists, authorial asides, and daffy characters will keep readers turning the pages." —*Kirkus Reviews*

"Action-packed and full of reader-directed asides, Kress's sophomore novel follows in the footsteps of its predecessor, *Alex and the Ironic Gentleman* ...plenty of comic moments... a spirited follow-up." —*Publishers Weekly*



ADRIENNE KRESS is the author of *Alex and the Ironic Gentleman*. She is a graduate of the University of Toronto and has studied at the London Academy of Music and Dramatic Arts. Her work has been performed at the Edinburgh Festival Fringe, among other venues in Canada and the UK. Following a family tradition, Adrienne has also been a drama teacher, focusing on eight to twelve-year-olds.

NOW IN
PAPERBACK



International bestselling author and real-life SAS hero Chris Ryan brings nonstop battle action to this pulse-pounding military thriller set in Iraq.

Three people. Three stories. And a desperate race for survival in a country caught up in the hell of war.

Nick Scott fought in the SAS—the elite special forces unit of the British army—during the first Gulf War. Captured and tortured, he was left a broken man. His daughter, Sarah, is a beautiful young scientist at Cambridge University who appears to have cracked one of the great scientific secrets of our age—cold fusion. Now she has vanished. Sarah’s longtime on-and-off boyfriend, Jed Bradley, is one of the SAS’s toughest young soldiers. Nick and Jed have never gotten along because Nick doesn’t want his daughter dating a soldier. Deep down, Jed reckons he joined the SAS just to win Nick’s approval.

Reluctantly, the two men combine their efforts to rescue Sarah and soon they are caught up in a global power play that sends them into Iraq. Nick and Jed must fight their way through the war-ravaged country as the regime of Saddam Hussein collapses around them. It is a heart-stopping desperate race to find the woman they both love—and to unlock the secret of the Ultimate Weapon.

PRAISE FOR *ULTIMATE WEAPON*

“Gritty, violent, and action-packed...a readable and fast-paced thriller.”
—*Library Journal*

“The realistic main characters and the all-too-real setting of the Iraq War make this a worthwhile endeavor.” —*Booklist*

“A tight, fast-moving, and violent yarn...Ryan’s strength is lean, muscular prose and the ability to keep the plot moving without stopping for breath....Ryan was a member of the British special forces in Iraq during the Gulf War. His firsthand knowledge gives the story authenticity.” —*ForeWord*

“Intricately plotted...the book offers an ingenious answer as to why Saddam was really overthrown.” —*Publishers Weekly*



CHRIS RYAN joined the SAS in 1984. During his ten years in the elite squadron, he was involved in overt and covert operations, and was sniper unit commander of the anti-terrorist team. During the Gulf War, Chris was the only member of an eight-man team to escape from Iraq. For this he was awarded the Military Medal. He is the author of more than fifteen bestsellers in the UK, including the number one bestseller *Ultimate Weapon*. He lectures in business motivation and is currently starring in the Military Channel’s television series *Special Forces: Manhunt*.

FEBRUARY

ULTIMATE WEAPON
CHRIS RYAN
FEBRUARY
FICTION
978-1-60286-096-4
\$15.95
6 x 9 • 368 pp
PAPERBACK
US

MARKETING

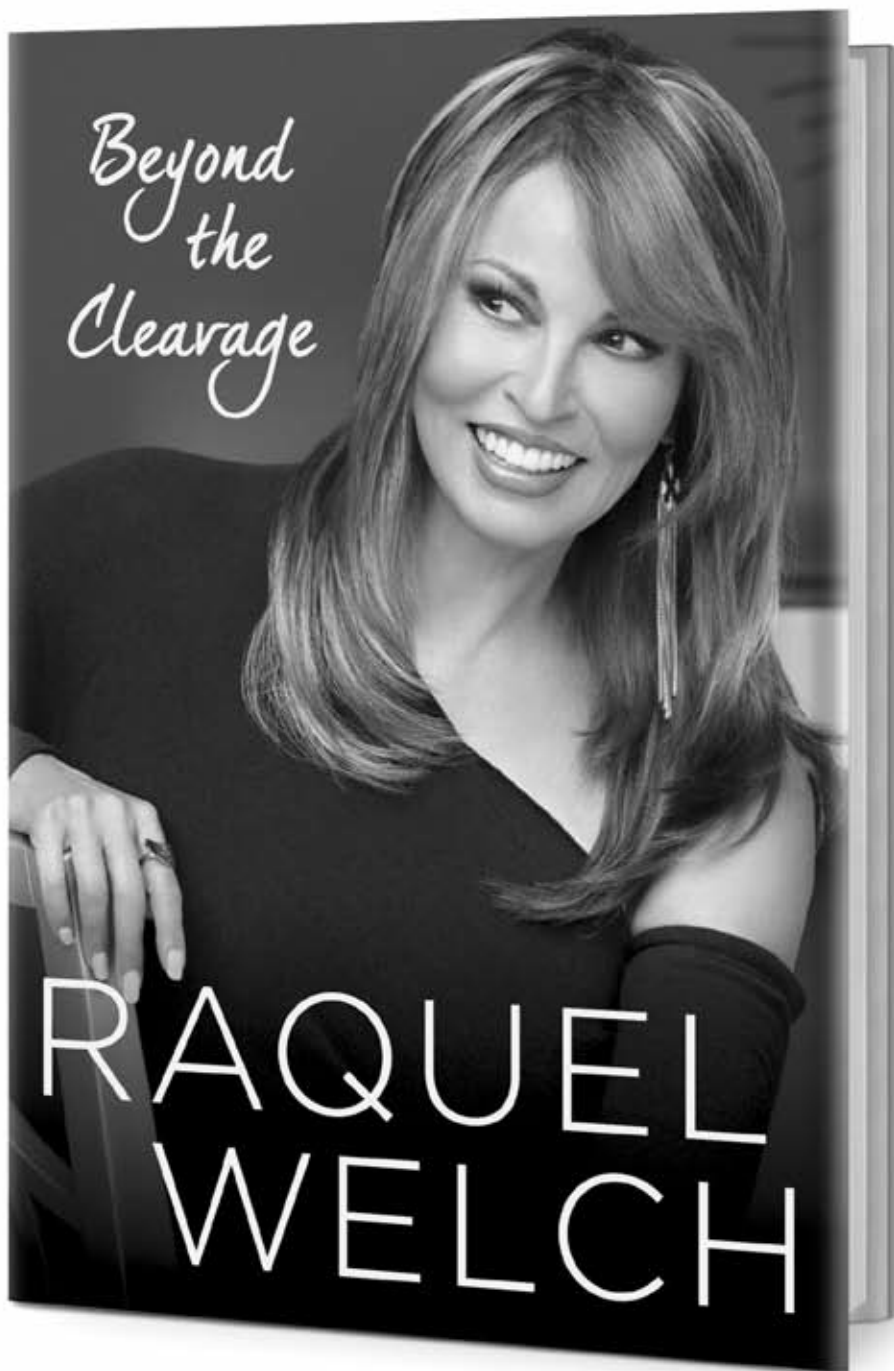
Paperback review coverage

Online publicity campaign
targeting military and
mystery/thriller sites

Ryan is widely recognized from his television show on Discovery’s Military Channel and has a new series set to air on the National Geographic Channel in fall 2009.

Ryan is a #1 bestselling author in the UK with an extraordinary multiple-book proven track record.

Ryan spent ten years in the SAS (British Special Forces), providing fans of the genre with the realism they demand, and he is a well-known expert and lecturer on military affairs.



From the true Hollywood icon and ageless beauty Raquel Welch comes this survival guide and beauty manual for women of any age.

Since her entrée to the Hollywood scene in the 1960s, Raquel Welch has been a symbol of glamour and sex appeal whose honesty, high energy, and self-deprecating sense of humor are greatly admired by all her fans. She won a Golden Globe for her role in *The Three Musketeers*, and starred in many other films, including *One Million Years B.C.*, which featured her classic iconic image of a cavewoman clad in a fur bikini, and played the role of a transsexual opposite Mae West in the cult favorite *Myra Breckenridge*. Whether refusing to change her name to Debbie—because producers considered “Raquel” too ethnic—or to lie about her age, even to the detriment of her career, she has evolved elegantly over time into a true champion for women who defy traditional aging.

Raquel opens up about her internal struggles to age gracefully in the often-harsh spotlight of Hollywood and to make peace with the sometimes uncomfortable mantle of “sex symbol”—at the same time dispensing precious tips to all women about staying young in mind and body. She discloses the challenges of hitting forty and suffering all the ensuing stereotypes; how to cope with fifty, menopause, and shifting gears; and continuing into your sixties, sometimes with the challenges of dating and decisions about cosmetic surgery, all the while laying bare her own experiences of aging and maintaining a successful acting career.

The book reveals the secrets of diet, exercise, and healthy living—including her early devotion to yoga and fitness—that she devised over the years, as well as the hair, makeup, and dressing tips that have allowed her to remain effortlessly beautiful into her late sixties. While her book will be a must-have for every woman in the baby boomer generation, her warm, often comically irreverent voice and her priceless advice, based on decades of experience in one of the toughest arenas for women, will have wide appeal. Raquel Welch remains one of the most vital and enduring female icons of her day.

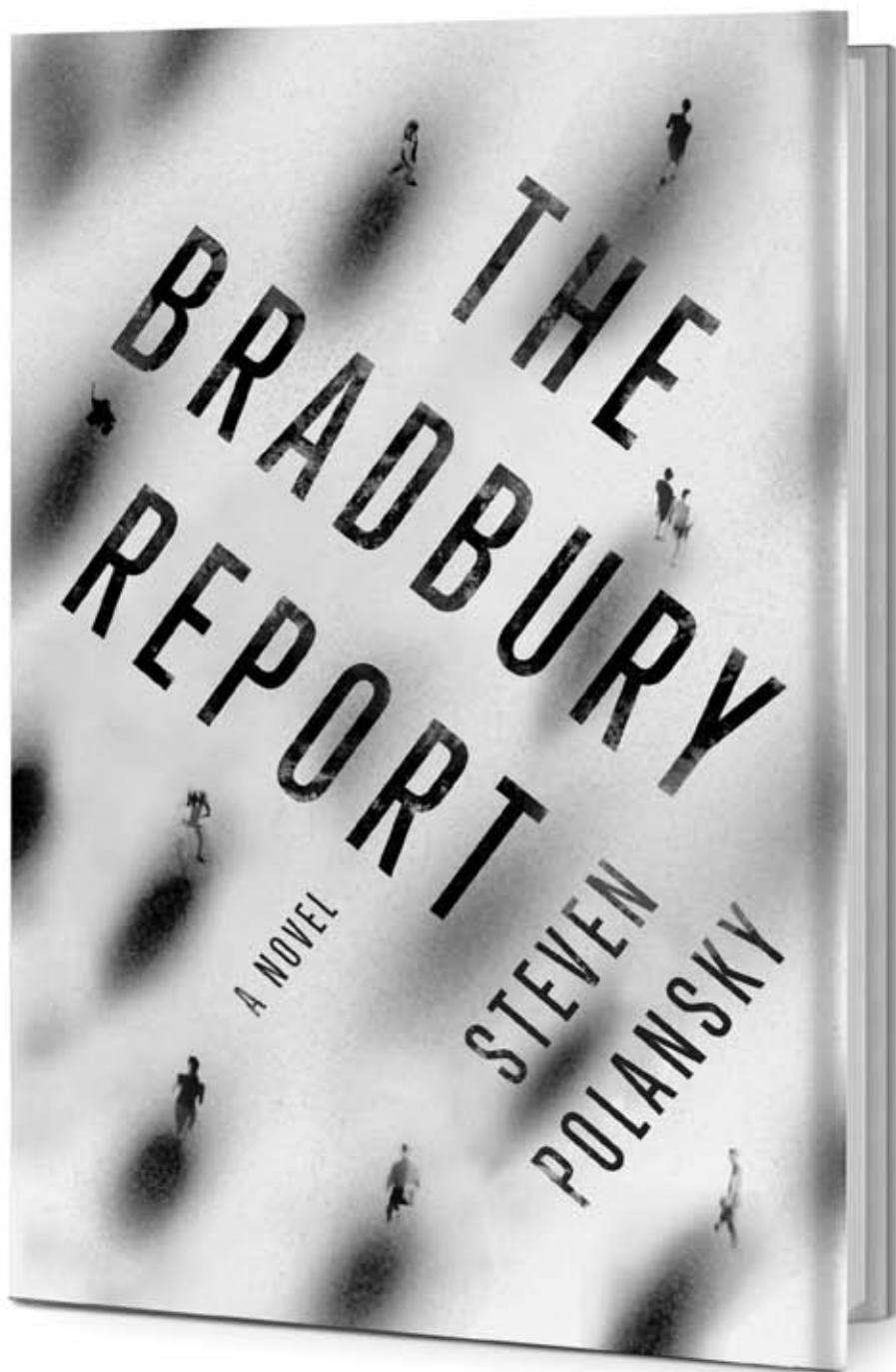
RAQUEL WELCH is an award-winning film, television, and stage actress. She has starred in more than 45 films including *One Million Years B.C.*, *The Three Musketeers*, and *Legally Blonde*, as well as the Broadway hit musicals *Woman of the Year* and *Victor Victoria*. She is the author of *Raquel: The Raquel Welch Total Beauty and Fitness Program* (1983), an Icon Face of M.A.C Cosmetics, and the newest spokesperson for Foster Grant eyewear. She lives in Los Angeles.

BEYOND THE CLEAVAGE
RAQUEL WELCH
MARCH
SELF-HELP/BEAUTY
 978-1-60286-097-1
 \$26.95
 CANADA \$33.95
 6 x 9 • 336 pp
 16-page color photo insert,
 b&w photos throughout
 HARDCOVER
 US, C

MARKETING

- National print and online advertising campaign
- National TV and radio appearances
- National print features and off-the-book-page coverage targeting women’s health/fitness, beauty/fashion, and lifestyle magazines and national newspapers
- Highly publicized author appearances in New York and Los Angeles
- Major online publicity campaign targeting beauty and fitness sites
- Advance Reading Copies

Welch was recently named one of *People’s* 100 Most Beautiful People and one of *GQ’s* 25 Sexiest Women in Film. 2008 marked the tenth anniversary of The Raquel Welch Wig Collection, the most successful enterprise of its kind in the world. Welch appears regularly on television and in the media to promote her many professional endeavors. In 2007, Welch was revealed as the newest Icon Face of M.A.C Cosmetics, joining Diana Ross and Catherine Deneuve.



A gripping, frightening, and beautiful novel about what it means to be human, about what it means to be fully alive, and to live whole-heartedly.

The year is 2071. It is a world very recognizable to our own with one major exception: the United States government has implemented a wide-scale cloning program that is tied directly to health insurance. Each U.S. citizen has a “Copy” living separately in a cleared zone in the Midwest. In the two decades since the program’s inception, no person has ever seen their Copy or been inside the Clearances, and no clone has ever successfully escaped—until now.

The narrator, known only by the pseudonym “Raymond Bradbury,” is a sixty-six-year-old retired teacher who lives a solitary life. One day his quiet existence is disrupted by Anna, a woman he has not seen or spoken with since he broke her heart in college. Anna reveals surprising news to Ray: she is now part of an illegal activist group that morally opposes cloning, and for the first time, a clone has escaped from the Clearances and come into her group’s possession. When the clone was brought to Anna’s home for safekeeping, she was shocked to discover she was looking at the exact replica of the man she knew and loved forty-five years earlier: Ray.

Ray agrees to meet his Copy and spend the next year on the run with his younger “self” and Anna while writing about the experience. What Ray and Anna come to understand about the clones is horrific, though the real tragedy comes when the clone—whom they name Alan—begins to understand who and what he is. But it is through Alan—a clone with no claim even to his own existence—that Ray ultimately finds the vital and enduring nature of the human spirit that propels his report.

STEVEN POLANSKY’S fiction has appeared in *The New Yorker*, *Harper’s*, *Best American Short Stories*, *Glimmer Train*, *New England Review*, and elsewhere. His short-story collection, *Dating Miss Universe*, won the Sandstone Prize and the Minnesota Book Award. He lives with his wife and daughter in Wisconsin.

THE BRADBURY REPORT

STEVEN POLANSKY

APRIL

FICTION

978-1-60286-122-0

\$24.95

CANADA \$31.95

6 x 9 • 336 pp

HARDCOVER

US, C

MARKETING

National TV and radio appearances

National print and on-line features targeting science fiction and mystery publications

Major print and online review attention

Author events in the Midwest

NPR publicity campaign

Advance reading copies

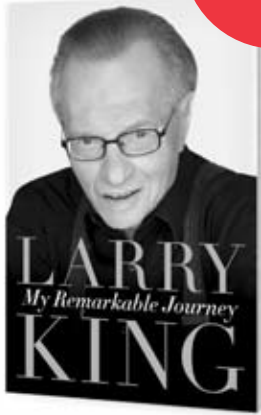
The Bradbury Report will appeal to fans of literary sci-fi classics such as *Fahrenheit 451*, *Brave New World*, *Slaughterhouse Five*, and *The Handmaid’s Tale*.

Cloning and stem-cell research are front-page news. The intelligent and compelling way in which Polansky renders this not-too-distant future is sure to spark discussion among readers and the media.

Polansky is an award-winning author whose unique debut novel will receive major review attention and award consideration from both the literary and science fiction communities

An international sensation, the book has been sold in five countries.

NOW IN
PAPERBACK



An instant *New York Times* bestseller and media sensation, this definitive autobiography is an intimate, revealing, and riveting portrait of a Larry King the world has never known, up close and personal.

MY REMARKABLE JOURNEY

LARRY KING

MAY

MEMOIR

978-1-60286-123-7

\$15.95

6 x 9 • 304 pp

PAPERBACK

US

MARKETING

National TV and radio interviews

Author appearances in New York and Los Angeles

Major tie-in promotion on *Larry King Live* and elsewhere on CNN-TV, CNN.com, and CNN Radio

Father's Day bookstore promotions

National advertising campaign

An instant national bestseller, the book appeared on major bestseller lists including *The New York Times*, *Publishers Weekly*, *Wall Street Journal*, and the IndieBound lists.

Larry King is a tireless promoter—for the hardcover launch he appeared on all the major national shows including *Today*, *The View*, *The Daily Show with Jon Stewart*, *Late Night with Conan O'Brien*, *The Late Late Show with Craig Ferguson*, and kicked off pub date with a full hour dedicated edition of *Larry King Live*.

CNN has a proven track record of support for the book—spearheading a special promotion with Hudson News and creating ads for CNN Airport network—and we expect great support for the paperback.

The hardcover publication caused an international sensation and rights were sold around the world in Australia, China, Russia, and Canada.

Larry King's trademark suspenders and unmistakable voice are known around the world to millions of viewers who have made him a permanent fixture in their living rooms every night. For a half century, he has been host to the world's most influential figures, and after some 40,000 interviews, here is King's own remarkable and riveting story, from his humble roots in Depression-era Brooklyn to the heights of celebrity as host of CNN's *Larry King Live*.

In *My Remarkable Journey*, King tells his colorful story of growing up on Relief in Brooklyn, his early passion for broadcasting, his ascendance in Miami radio, and his early friendship with Jackie Gleason and Frank Sinatra. Married eight times, Larry didn't actually meet the son who had been named after him until Larry King Jr. was thirty-three years old. He has been fired, incarcerated, struggled with a three-pack-a-day smoking habit, had a heart attack and quintuple bypass surgery, and founded the Larry King Cardiac Foundation. A father, a grandfather, and a great-grandfather, Larry King is a man who can tell some tales. And he does it with humor and candor.

PRAISE FOR LARRY KING'S MY REMARKABLE JOURNEY

"For the last half-century, Larry King has given an amazing array of people the chance to tell their stories and made them accessible to millions of people. Now he tackles perhaps his most interesting subject yet: his own story. Chronicling a lifetime of memorable moments, *My Remarkable Journey* presents his compelling personal and public odyssey, one that easily lives up to its title. Like all of Larry's work, it's insightful and engaging, a reflection of his unique combination of a big heart, a fine mind, and an unquenchable desire to understand everything and everybody."

—Bill Clinton

"Larry King is the master at getting people to open up and tell their story, and finally he has done it himself. This is a life I couldn't put down." —Bill Maher

"Inimitable humor and grace...King has produced a cultural history as much as a personal testimony." —*Publishers Weekly*

NOW IN
PAPERBACK



A classic tale from the mean streets, *The Mad Ones* will become a perennial paperback favorite among true-crime and pop-culture readers.

The Mad Ones chronicles the rise and fall of the Gallo brothers, a trio of reckless young gangsters whose revolution against New York City's Mafia was inspired by Crazy Joe Gallo's forays into Greenwich Village counterculture.

Crazy Joe, Kid Blast, and Larry Gallo are steeped in legend, from Bob Dylan's eleven-minute ballad "Joey" to fictionalizations central to *The Godfather* trilogy and Jimmy Breslin's *The Gang That Couldn't Shoot Straight*. Called the toughest gang in the city by the NYPD, the Gallos hailed from the rough Red Hook neighborhood on the Brooklyn waterfront. As low-level Mafiosi, they were expected to serve their don quietly, but the brothers stood apart from typical gangsters with their hip style, fierce ambition, and Crazy Joe's manic idealism.

Here, for the first time, is the complete story of the Gallos' war against the powerful Cosa Nostra, an epic crime saga that culminates in Crazy Joe's murder on the streets of Little Italy, where he was gunned down mid-bite into a forkful of spaghetti in 1972. *The Mad Ones* is a wildly satisfying entertainment and a significant work of cultural history.

PRAISE FOR TOM FOLSOM'S *THE MAD ONES*

"In *The Mad Ones*, Tom Folsom deftly evokes a wacky world populated by the sort of characters celebrated by Jack Kerouac." —*The New York Times*

"You couldn't make this up...Gallo is a compelling character, a sort of thinking man's hoodlum, probably psychotic, but also fearless....The real fun of this book is the reader is never quite sure what's going to happen on the next page." —*San Francisco Chronicle*

"Riveting, richly atmospheric pulp nonfiction...prose as tight and hard-boiled as any James Ellroy novel." —*Kirkus Reviews* (starred review)



TOM FOLSOM is a writer, director, and producer of television documentaries for A&E and Showtime, and the coauthor of *Mr. Untouchable: The Rise, Fall and Resurrection of Heroin's Teflon Don* written with its subject, drug-kingpin Nicky Barnes. He lives in New York City.

MAY

THE MAD ONES

TOM FOLSOM

MAY

TRUE CRIME

978-1-60286-124-4

\$14.95

CANADA \$18.95

6 x 9 • 256 pp

8-page b&w insert

PAPERBACK

US, C

MARKETING

Paperback review coverage

Author events in New York City

Online publicity campaign targeting literary, fashion, film and New York-centric sites

A media sensation in hardcover, the book was featured everywhere from *The Daily Show* with Jon Stewart to *Fresh Air*, and the reviews were universally positive.

Folsom's website received much kudos for its design and the vivid book trailer for *The Mad Ones*, and will remain active and viral in reaching the book's diverse audience in paperback.

Like perennial sellers *Wiseguy* by Nicholas Pileggi and *The Westies* by T.J. English, *The Mad Ones* will become a must-read for generations of true crime book buyers in paperback.

I'M WITH
FATTY

Losing Fifty Pounds in Fifty Miserable Weeks



EDWARD UGEL



One man's humorous and heartfelt journey through his year-long attempt to regain his health and change his life.

Edward Ugel is 36 years old and weighs 253 pounds, or as he likes to think about it: 113 kilograms. He's danced between 213 pounds and 253 pounds for as long as he can remember. And during the rare periods he has his weight under control, he's just a bungee or two away from pulling out his fat pants again. But his weight problem is no longer just about cosmetics, nor feeling good about himself at the beach. His doctor actually used the following words to describe his situation: fat, Ed, crisis, death. Losing weight—a lot of weight—is the only answer to virtually every health problem he has. And if he doesn't do something about this body soon, he is done for.

Edward sets off on his year-long journey with one absolute rule: everything he has done wrong trying to lose weight, he is now going to do right. A nutritionist (who he's paying through the teeth) is going to tell him how to eat. A trainer (he'll have to face the stares at the gym) is in charge of his exercise routine. No more of the quick-and-easy solutions that have failed time and again; his desperation has at long last led him to do all the things he hates.

For lovers of narrative non-fiction, this contagiously readable book looks back at the Ugel family's history with obesity and the ruinous effects food has had on their lives, as Edward tries to fix what he feels has long been broken about himself. Filled with humor throughout, ultimately this is a book about the private hell of being fat in America. It is about the fragile psyche of the male mind and the seldom-discussed issue of male body image. It is a narcissistic battle of wills between the author who loves food more than oxygen, and the author who knows that his very life depends on the success of this project.

I'm with Fatty takes the reader along on a difficult, frustrating, embarrassing, and inspiring journey, one that is the last great hope of a man who wants to save his own life—or at least giving him a life where his pants fit.

EDWARD UGEL is the author of the critically acclaimed memoir *Money for Nothing: One Man's Journey Through the Dark Side of Lottery Millions* (Collins, 2007). He is a resident blogger for *The Huffington Post*, and a contributing writer for *The New York Times* and *Washingtonian Magazine*.

**I'M WITH FATTY:
LOSING FIFTY POUNDS IN
FIFTY MISERABLE WEEKS**

EDWARD UGEL

AUGUST

MEMOIR

978-1-60286-121-3

\$23.95

CANADA \$29.95

6 x 9 • 288 pp

HARDCOVER

US, C

MARKETING

National TV and radio appearances

National print and on-line features including original essays by the author, specifically targeting men's, humor, and health publications and sites

Major print and online review attention

Radio satellite tour

Author events on the East Coast

IndieBound White Box mailing

Cross-promotion on author's website: www.edwardugel.com

Advance reading copies

NBC-TV's *The Biggest Loser* is one of the most successful reality shows in history, proving that Americans love to root for compelling characters who struggle to overcome obesity.

Ugel has appeared on *This American Life* and *Talk of the Nation*; his wit and candor are loved by the NPR audience.

Ugel's first book, *Money For Nothing*, was optioned for film by the producers of the major motion picture *21*.

NOW IN
PAPERBACK



A truly American love story—readers across the country have embraced this vibrant and insightful memoir about a former rebel and her unlikely marriage to an officer in the U.S. Army.

Lily Burana is a former punk-rock girl and stripper whose rebellious youth would never suggest a marriage into the US military. But when she meets Mike, an officer and teacher at West Point, she is instantly attracted to his strong character and his life of service...and the uniform certainly doesn't hurt. Lily and Mike tie the knot, but life as an army wife proves to be a rough adjustment for the authority-adverse Lily.

When Mike is deployed to Iraq, Lily is suddenly faced with the crippling loneliness of being without her husband on the regimented base. Upon his return Mike suffers through the nightmare of Post Traumatic Stress Disorder, and as they fight to save their marriage, Lily uncovers a long-buried childhood trauma that leaves her suffering from the disorder as well.

From harrowing emotion to dishy triviality, readers will find it here in unvarnished detail—the private pain of enduring her husband's deployment alone; the politics of interior decorating on a military installation; and the reasons why soldiers are hot (hint: it's not just the uniform). It is also the story of Lily's personal transformation, revealing how a woman can locate, and heal, her true self while operating within the confines of the ultimate conformist community.

PRAISE FOR LILY BURANA'S *I LOVE A MAN IN UNIFORM*

"A humorous, moving and surprising account of married life in today's military... [Burana's] details elevate this honest and touching personal memoir into a notable historical document." —*The New York Times Book Review*

"A surprisingly tender—although also mordant and sly—memoir about the marriage between a feminist pro-sex rebel and a military officer." —*The San Francisco Chronicle*

"Burana can be hilarious...As both these spouses battle their demons, it becomes clear that this Army wife matches her husband in grit and persistence, even if she expresses it with more sass than brass." —*The Washington Post*

"A book that's touching, both heartbreaking and inspiring, and surprisingly funny...will keep you reading until the end." —*Stars & Stripes*

LILY BURANA is the author of the acclaimed memoir *Strip City* and the novel *Try*. Her writing has been published in the *New York Times*, *The Washington Post*, *GQ*, *Glamour*, *Self*, *The New York Observer*, *The Village Voice*, *Slate*, *Entertainment Weekly*, *Salon*, and many other publications. She has been a contributing editor at *New York Magazine* and *SPIN*.

AUGUST

I LOVE A MAN IN UNIFORM LILY BURANA

**AUGUST
MEMOIR**

978-1-60286-125-1

\$14.95

CANADA \$18.95

5½ x 8¼ • 368 pp

PAPERBACK

US, C

MARKETING

Paperback review coverage

Book club outreach and promotion

Strong online promotion through social networking sites and military blogs and websites

I Love a Man in Uniform won *Elle's* Reader's Prize for the month of April and is currently under consideration for *Elle's* Book of the Year award. It is also being considered for *Library Journal's* Best Books of 2008.

The Los Angeles "Operation Bombshell" benefit hosted by Diablo Cody was a huge success, and Burana continues to teach her highly publicized "burlesque classes for military wives" at military bases around the US, garnering new fans and media attention.

The controversial decision by West Point to cancel Burana's campus bookstore appearance was covered by CNN, NPR, *The Albany Times-Herald Record*, *The Chronicle of Higher Education*, and *The Washington Post Book World*. Several book clubs on West Point's campus have since selected the book for their book clubs.