

YAHOO! MAIL

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Date: Tue, 14 Aug 2007 08:44:59 -0400
To: "DON DAVIDSON"
From: "PublishAmerica Pre-Production Team" <Megan@publishamerica.com>
Subject: Re: Concerns

Hello Don,

Thank you for taking the time to respond to our message; however, you would do well to carefully consider the source of your information before requesting termination of the contract. We entered into the contract in good faith and expected the same of you. We will not be terminating the contract. If you refuse to submit the materials we need to publish the book, you will be in breach of our contract, and we will review all legal remedy which may be available to us.

No day goes by without PublishAmerica authors making news. Every single day our authors and/or their books appear in newspapers all around the country. In part this is the result of PublishAmerica now sending out approximately fifty press releases every day, but more than that it is the result of an astonishing amount of word of mouth, originating from our nearly 25,000 happy authors and their readers.

More than any other publishing company, PublishAmerica is a grassroots publisher. Whatever the scope of our success may be, it is primarily the success of our authors, talented writers who dwell in Main Street America and who had been shunned and rejected by mainstream publishers before they found PublishAmerica. They have become known in and beyond their local universes, they have made other people talk about them and their books, and now together they have made the world listen.

Among them are celebrity authors such as actor Jamie Farr, Agathe Von Trapp of the singing family who were made famous by the movie *The Sound Of Music*, Hedda Nussbaum, or Pulitzer Prize winner William Coughlin. Others are making celebrity names for themselves, such as author Benjamin Frazier whose book "Shelly's Diary" is being turned into a Hollywood movie, or authors Victoria Grossack and Alice Underwood whose book "Iokaste" is being translated into Greek by a major publisher in Athens, Greece. Imagine having two versions of your book on your coffee table: English and Greek! Or Korean, as has happened to about a dozen of our titles. For more success stories see <http://www.publishamerica.com/upinlights.htm>.

PublishAmerica books are sitting on coffee tables, nightstands, or book shelves in more than a million American households. They are being ordered by bookstores once every three minutes, twenty-four hours per day, seven days per week. Our champion bookstore customer is Barnes and Noble who lately have been increasing their orders at breakneck speed. Borders and Books A Million are our second and third largest customers.

PublishAmerica's growth has been unique, and it has caught the industry's attention. After the world's largest book wholesale company had managed to acquire the printing rights for virtually all PublishAmerica's titles, Ingram's chairman, John Ingram, announced, "I am proud to be associated with such a forward thinking company that is bringing the reality of traditional book publishing to many thousands of new authors." Seventeen thousand, to be more precise, and their number is growing each day.

Roughly a hundred new authors come knocking on our door every day, hoping to join our legions of published authors. Although we will not sign a contract to almost eighty percent of them, they all know that PublishAmerica has dramatically lowered the barrier for new authors to become published at no cost to them. In 2005, this fact alone attracted thirty thousand authors to query us, more than any other publisher in the world.

PublishAmerica underwrites all costs that are involved with publishing books, down to the last penny. We charge our authors nothing, ever, earning our income by selling books only, which is the true hallmark of traditional publishing. Our contracts are industry standard and have been scrutinized and greenlighted innumerable times by attorneys all over the fruited plain, which helps explain why we count hundreds of lawyers among our authors.

Our authors are changing an industry, and as with every change, this creates an occasional ripple of opposition.

8/14/2007

No wonder, if you look at the big picture. Until PublishAmerica arrived on the scene, authors who were denied access to mainstream publishing had only one alternative available to them: vanity, or subsidy, publishing where they were required to fork over substantial dollar amounts in return for seeing their book in print. It came with not only a much lighter wallet but with a bad stigma as well: pay to publish is not considered equal to being paid and published.

With the traditional concept of PublishAmerica now available as an option to everyone who has written a quality work, to date almost twenty-five million dollars have not gone into the coffers of vanity houses, but stayed in the pockets of our authors instead. It is not very hard to determine whose feathers this continues to ruffle. Neither is it difficult to predict which publishing concept rides the wave of the future, theirs or PublishAmerica's. And the vote is already in: see <http://www.publishamerica.com/testimonials/>.

As for promoting our books, PublishAmerica sends marketing information for each new title to RR Bowker's Books In Print, Ingram, Baker & Taylor, The Brodart Company, Barnes & Noble.com, Amazon.com and through our printer in the United Kingdom to wholesalers in all main markets in Europe where our books are made available to more than 200 million European readers. This marketing information is distributed to each and every book retailer and library across the country. Consequently, your book is available through each and every bookstore in the country, and all those bookstores have all pertinent information at their fingertips.

In addition, PublishAmerica creates a direct mail letter with book release marketing information, which is sent to individuals and businesses across the US, including magazines and newspapers. These efforts have helped generate thousands of feature articles and/or reviews about our authors and their books, some of which are posted on our web site: <http://www.publishamerica.com/Press/index.htm>. Our Public Relations department discusses new releases with news media every day. Also, they send thousands of books, gratis, to legitimate reviewers at magazines, newspapers, television, and radio shows.

Furthermore, we have launched a showcase website for all of our authors, called PublishedAuthors.net. It gives individual web pages to each and every author, highlighting them and their books. The content of these pages are edited by the author individually and are password protected. Not only that, but it also gives every author their own e-mail address, @publishedauthors.net. This innovative new service, plus all of the above, is free, of course, as you have come to expect from us.

Such is the story of PublishAmerica. We have, obviously, an excellent record with the Better Business Bureau (<http://www.bbbonline.org/cks.asp?id=105060194339>), with a complaint rate of only .005 percent, out of more than one million customers served, with all complaints resolved, but by now this shouldn't surprise you. We are in the business of serving authors and their readers, and it will be our privilege to continue to serve you, too.

Thank you,

Megan Battista
Pre-Production

At 08:19 PM 8/13/2007, you wrote:

To: Publish America

Book: THE ETERNAL PERSPECTIVE: Essays on the Truth of
Christianity by a Former Skeptic

Subject: **Concerns**

Dear Sirs:

I recently received your Author Questionnaire and was prompted to do some further inquiry concerning your company via the internet. What I