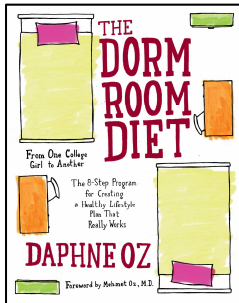




2006 -- PAST PROJECTS



Daphne Oz had been oversized all her young life. After a “Eureka!” moment in high school when she wanted to substitute baby pictures for a yearbook photo, she decided to change her eating habits without relying on fad diets and extreme restrictions. By the time she entered college, she had figured out a healthy lifestyle plan in consultation with her father, a cardiologist, and her grandparents, who are nutritionists. The Result? In her first semester at Princeton, she not only skipped the proverbial Freshman 15—she *lost* 10 pounds and became healthier than she had ever been. All of her friends wanted to know how she did it.

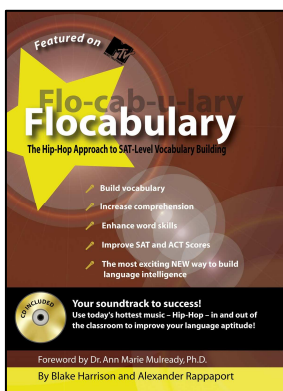
In **THE DORM ROOM DIET (Newmarket Press; September 2006; Trade Paperback)** by Daphne Oz, Daphne’s 8-Step program shows college students how to stop eating out of emotional need and put food back in its place as a fuel provider, examining when, where and especially *what* they should eat to keep their minds in focus and their bodies in shape.

- STEP 1** *Get Inspired*
- STEP 2** *Get Informed: The Frosh 15*
- STEP 3** *Get Started: Healthy Eating 101*
- STEP 4** *Get a Grip: Where and How to Eat Responsibly in College*
- STEP 5** *Get Prepared: The Five Danger Zones and How to Survive Them*
- STEP 6** *Get Moving: The Exercise Factor*
- STEP 7** *Get Your Vitamins: Everything You Need to Know About Supplements*
- STEP 8** *Get Recharged: A More Relaxed, More Effective You*

With warmth and humor, she coaches readers on managing time, storing food, and respecting budgets; helps them navigate the most common danger zones at school for unhealthy eating; and shows them how to get the exercise they need, even in a tiny dorm room. Daphne also offers invaluable tips on vitamins and supplements, and simple, effective ways to relax and rejuvenate right on campus, so students can stay mentally as well as physically fit.

THE DORM ROOM DIET is a winning combination of personal history and practical strategies that readers can begin right away. It empowers young women to use their newfound independence to claim for themselves a healthy, fit lifestyle while in college—and for life.

Daphne Oz will be available for interviews in NY & NJ in September 2006. She will also be conducting a tour, with tour cities and dates to come. Daphne Oz is available for print interviews Nationwide immediately. She is also available for radio interviews Nationwide beginning September 2006.



“*Flocabulary is a word everyone wants to know.*” – MTV News

“*In all my years of teaching, I have never seen students so motivated by a learning tool.*”

-- Karel Lancaster, Vice Principal, Martin de Porres High School

“*It’s very credible hip-hop akin to Freestyle Fellowship.*” – Time Out NY

FLOCABULARY produces hip-hop music to foster literacy and promote academic. Through an offering of CDs, books, a website, and dynamic live shows and workshops, FLOCABULARY is bringing their groundbreaking concept to students and teachers in schools across the US.

FLOCABULARY'S first project, *The Hip-Hop Approach to SAT Vocabulary*, defines 500 SAT vocabulary words on 12 songs. The accompanying workbook contains lyrics, definitions, exercises, and song guides. The product is available in worldwide distribution through a publishing agreement with Cider Mill Press. Coming Soon: Hip-Hop U.S. History (Fall 2006) teaches US History through fact-filled.

What's even more important than the SAT and US History? Basic literacy. FLOCABULARY is hard at work on projects to address the educational crisis in America, and get students of all backgrounds reading and writing at levels that will help them succeed. Our next project will focus on preparing students for the New York State Regents Exam.

FLOCABULARY was founded by Blake Harrison and Alex Rappaport in 2004. Blake (aka Emcee Escher), an English major and emcee, writes the lyrics and raps on the album. Alex, a producer and musician, writes the beats and controls production. They continue to work with talented musicians and emcees at their studio in New York City.

Alexander Rappoport & Blake Harrison are available for National Television, Radio, and Print interviews Nationwide beginning September 2006.



In the hilarious, high-concept, and insightful **DSI: DATE SCENE INVESTIGATION – THE DIAGNOSTIC MANUAL OF DATING DISORDERS** (ReganBooks; May 2006; ISBN 0060881119), NY Times best-selling author of *Be Honest, You're Not That Into Him Either*, Dr. Ian Kerner, introduces us to the DSI team, a top-secret unit within the FBI (that's the Federal Bureau of *Intimacy*), whose sole mission is to investigate dating dilemmas and equip you with the skills you need so you're never again a dating victim.

Through humorous and sometimes heartbreaking case studies, you'll read about boyfriends who might be gay, gamers who won't step up to the plate, and wimps who won't go down for the count. Case studies include:

THE PERMANENT MISTRESS: The Case of the Fool Who Fell for a Married Man

STUCK IN THE PAST: The Case of the Man Still Hexed by His Ex

GUESS WHO'S NOT COMING TO DINNER: The Case of the Disappearing Boyfriends

SHOULD HE STAY OF SHOULD HE GO?: The Case of the Cad Who Couldn't Commit

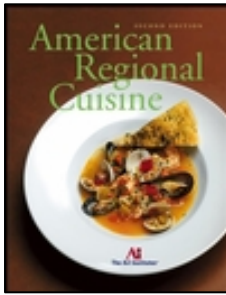
THE HONEYMOON IS OVER: The Case of the Boyfriend Who Got Comfy Too Quickly

You will also meet Dating DUPEs (Desperately Under Pressure to Evaluate) and their antagonistic ARSEs (Anti-Relationship Suspect Examinees). You will gain unprecedented access to previously classified relationship rap sheets: detailed reports that reveal interpersonal infractions, mating misdemeanors, and flirtatious felonies. You will boldly go where no civilian has gone before as we apply the latest forensic tools to decipher complex dating data. From testing for SPARK (Sexual Potential and Romantic Kinship), to consulting with undercover agents

in the MBU (Missing Boyfriends Unit), we take you with us as we venture above the law and beneath the covers.

Filled with advice, quizzes and dating diagnostics that are hip and irreverent **DSI: DATE SCENE INVESTIGATION** is sure to be this years' most wanted, most talked about dating guide. Your preview copy is enclosed. **Because in the end...the love-life you save, may be your own!**

Dr. Ian Kerner will be conducting a book tour this May. (Los Angeles 5/22; Denver 5/23; Dallas 5/24; Minneapolis 5/25; Chicago 5/26). He will also be available for print interviews nationwide.

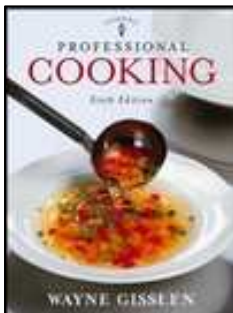


This remarkable new edition of **AMERICAN REGIONAL CUISINE** (Wiley & Sons; March 2006; Hardcover; \$45.00) by the Art InstituteSM celebrates the diversity, distinction, and delectable essences of American cooking—from New England Clam Chowder to Carolina Pulled Pork Barbecue, from Floribbean Grouper with Black Bean, Jicama, and Corn Salsa to San Francisco Cioppino. This Second Edition features a wealth of fascinating history about each region, and more than forty color photographs showing cooking techniques and finished dishes.

American Regional Cuisine, Second Edition is both a goldmine of attention-getting recipes and a guidebook to the finest regional American cooking. It features over 250 savory and sweet recipes of the most popular and memorable dishes from eleven regional culinary traditions—including Cajun and Creole cuisine, Tex-Mex cuisine, and the cuisines of California and Hawaii. Organized by region, these recipes are drawn from every part of the menu, offering a range of complete meals for each culinary style.

Everyone from professional chefs and culinary students to serious home cooks will find that the clear, easy-to-follow instructions leave nothing to chance when preparing these mouthwatering recipes.

This book is currently available for feature and review. If you require a copy of the book, please contact: lisa@lisasweetpr.com



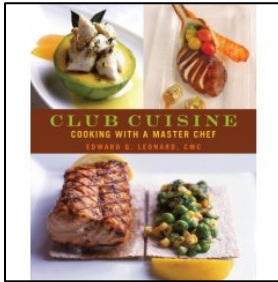
Wayne Gisslen's **PROFESSIONAL COOKING, 6th Edition (Wiley & Sons; March 2006; Hardcover; \$70.00)** has been used by hundreds of thousands of chefs to master the basics of their craft. Packed with more than 1,200 recipes and more information than ever before, this Sixth Edition of the cornerstone resource offers complete, step-by-step instruction in the cooking theory and techniques necessary to succeed at the professional level. Special features include:

OVER 100 new recipes-including new recipes for meats, poultry, vegetables, and grains, as well as a new chapter on cooking for vegetarian diets

Expanded and updated information-featuring a contemporary look at presenting and garnishing food and a detailed history of modern food service

Superb photography-nearly 1,200 illustrations and photos highlighting ingredients, step-by-step techniques, and plated dishes

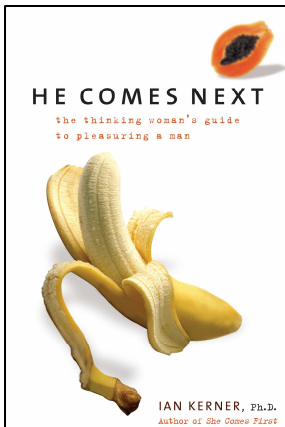
This book is currently available for feature and review. If you require a copy, please contact lisa@lisasweetpr.com. Wayne Gisslen is currently available for radio interviews Nationwide



In **CLUB CUISINE (Wiley & Sons; June 2006; Hardcover; \$50.00)**, Master Chef Edward Leonard presents his personal tips and insights into creating dishes that meet the expectations of private club members. This visual cookbook of dynamic club cuisine features more than 140 recipes, dozens of color photographs, and seasonal menus taken from some of the most prestigious kitchens in top private clubs.

Chef Edward G. Leonard, CMC, is Captain and Manager of ACF Culinary Team USA. He is also the current President of the American Culinary Federation as well as the Executive Chef at the Westchester Country Club in Rye, New York.

This book will be available for feature and review in June. Master Chef Edward Leonard will be available for radio interviews Nationwide this June.



HE COMES NEXT (ReganBooks; \$23.95; Hardcover; February 2006) — this companion book to Ian Kerner's smash success *She Comes First* offers women his often radical, always expert advice on everything from the nature of male desire to bedroom techniques that really work.

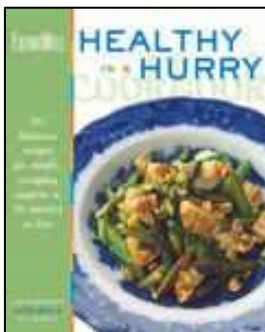
While women everywhere benefited from the sexual philosophy of female pleasure in *She Comes First*, now it is time to learn all about what makes men turn on and stay on. In **HE COMES NEXT** Kerner covers every angle of male sexuality, illuminates the most common sex-life ruts, and offers practical, knowledgeable answers to women's most frequently asked questions.

In preparing this book Kerner spoke with countless men not only about the best sex they ever had; but perhaps, more importantly, about the best sex they *never* had—experiences they always desired and fantasized about, but were afraid to share with their partners. In the spirit of “full exposure” *He Comes Next* is the closest you'll ever come to waking up in a guy's skin and knowing what truly makes him sexually tick.

Sexual pleasure goes beyond tips and tactics, however. Our sexual identities—and the expression, gratification, and growth of these identities—is fundamental to the success of our intimate relationships. With step by step, and yes, “blow by blow” detail, Kerner provides a clear, concise, *achievable* vision of sexual pleasure, one in which each technique forwards the action, and where the whole is greater than the sum of its parts.

Written in the same witty, insightful, and utterly readable voice that has made *She Comes First* and *Be Honest—You're Not That Into Him Either* so popular, **HE COMES NEXT** is the thinking woman's guide to enjoying sex to the fullest, and ensuring that he does the same.

Ian Kerner is currently available for radio phone interviews Nationwide. Books are also available for review.



While you should always think about eating healthfully and taking care of your waistline, the beginning of the New Year always brings about promises and resolutions. And if you are not already paying attention to what you and your family eats, then it is time to make a promise to focus

on the important things like fat, sodium and cholesterol intake and make a vow to eat and cook more healthy foods.

But cooking nutritious food does not mean special trips to a health food store and buying things for your pantry that are pricy and odd. In fact, you can end up spending less on weekly groceries buy buying fresh fruits and vegetables that you can incorporate into your cooking!

THE EATING WELL HEALTHY IN A HURRY COOKBOOK : 150 Delicious Recipes for Simple, Everyday Food by *Jim Romanoff and the Editors of EatingWell* (Countryman Press; January 2006; Hardcover; \$24.95) offers the ultimate answer to the perennial weeknight question of "What's for dinner?" With hundreds of quick and flavorful main-course recipes, it promises to become an everyday cooking tool for those who want to get a healthy, delicious meal on the table both swiftly and simply.

Coming out of the highly acclaimed Vermont test kitchens of *EatingWell* Magazine, **HEALTHY IN A HURRY** serves up a broad range of easy and mouth-watering recipes such as

Warm Salmon Salad with Crispy Potatoes

Garlic & Parsley Rubbed Lamb Chops with Greek Couscous Salad

Chicken with Green Olives & Dried Plums

And More...

Jim Romanoff is available for television interviews in NY and radio and print interviews nationwide beginning in January 2006.