

FOR IMMEDIATE RELEASE

CONTACT: Vida Engstrand, Assoc. Dir. Of Communications  
Phone: 212.407.1573  
vengstrand@kensingtonbooks.com

**KENSINGTON PUBLISHING PARTNERS WITH BOOKS-A-MILLION**  
**FOR LYRICAL HIGH NOTES, A NEW LINE OF**  
**EXCLUSIVE DIGITAL-TO-PRINT TRADE PAPERBACKS**

**August 19, 2014::** Kensington Publishing Corp. has announced an exclusive partnership with retailer Books-A-Million to launch Lyrical High Notes, a new program through which select titles from the publisher's digital imprint will be brought to print for the first time. These special editions will be made available for a limited period exclusively at Books-A-Million as trade paperbacks with a consumer-friendly price point of \$12.95.

Steven Zacharius, President and CEO of Kensington Publishing Corp, said, "We're thrilled to be partnering with Books-A-Million to extend the readership of these fresh and edgy books. Each of the titles chosen for the Lyrical High Notes program was highly successful in its e-only format, and these special printed editions will give our digital-first authors the retail presence that they deserve."

The program will launch in November 2014 with the release of three *USA Today* bestselling romances previously available only as eBooks: *Consumed* by Rebecca Zanetti, *Shadowed* by Rebecca Zanetti and *Playing the Game* by M. Q. Barber. Following the release of two more trade paperbacks in January 2015, *Crossing the Lines* by M.Q. Barber and *Better than Perfect* by Kristina Mathews, the program will continue with one new release per month for the remainder of the year. Books-A-Million will be the exclusive retailer for the Lyrical High Notes trade paperback editions for each title's initial three months in print.

Margaret Terwey, Senior Buyer, Books-A-Million, commented, "I'm so excited to partner with Kensington for the opportunity to offer bestselling eBooks in print format exclusively for Books-A-Million customers."

Kensington and Books-A-Million also have teamed up on a multi-channel campaign to promote the launch of the new program through online, social media, event and print marketing. In addition, a "Lyrical High Notes Welcome Committee" of bloggers will be tapped to support the arrival of the new books in print with online giveaways and virtual events.

These online initiatives will be coupled with an equally robust offline push that includes prominent in-store placement and a launch party on November 8, 2014 with Rebecca Zanetti and M.Q. Barber at the Books-A-Million store in York, PA. In advance of the release, each of the 260 Books-a-Million stores in the US will also receive a "Lyrical Launch Pack" containing promo items including branded notepads that will be given as

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free gifts to the first customers who purchase one of the line's debut releases in November, personal thank you notes from the debut authors, and special gifts for the store employees.

Alexandra Nicolajsen, Associate Director of Social Media & Digital Sales at Kensington Publishing, said, "Kensington is a house where we pride ourselves on getting behind authors to help grow their careers—from their debuts to becoming bestsellers. This new Lyrical/Books-A-Million partnership will continue to build on that idea. Creating an in-store presence for Lyrical books along with additional marketing and promotion across all channels—in-person, in print, social media—will bring even more exposure to these successful titles."

Rebecca Zanetti, Kensington's *New York Times* and *USA Today* bestselling Lyrical Press author, commented on her upcoming print release saying, "As a reader, I love wandering the aisles in a traditional book store, and thus I'm thrilled that Books-A-Million will be featuring *Consumed* and *Shadowed* on their shelves!"

Currently, Lyrical is looking to acquire innovative new fiction in all romance genres (especially suspense and historicals with unique settings), compelling psychological fiction and thrillers, women's fiction, YA, new adult, and cozy mysteries.

#### **ABOUT KENSINGTON PUBLISHING CORP.:**

Founded in 1974 by the late Walter Zacharius, Kensington Publishing Corp. is located in New York City and is known as "America's Independent Publisher." As the foremost independent commercial publishing house in the United States providing hardcover, trade paperback, mass market, and digital releases, Kensington publishes the books that America wants to read.

The house of *New York Times* bestselling authors, including Fern Michaels, Lisa Jackson, Joanne Fluke, William W. Johnstone, and many others, Kensington publishes over 500 fiction and non-fiction titles each year. Its diverse imprints include Zebra Books, Brava, Citadel Press, Dafina, Pinnacle Books, Aphrodisia, KTeen, and Lyrical Press are well known for providing readers with a range of popular genres such as romance, women's fiction, African American, young adult and nonfiction, as well as true-crime, western, and mystery titles.

With 2014 marking its 40<sup>th</sup> anniversary, Kensington remains family owned and operated since its founding by the late Walter Zacharius and it has been the only major U.S. publisher to have had three generations serve the company. Currently Steven and Adam Zacharius, the second and third generation of the family, lead a talented staff, many of whom have been with the company for over 20 years. Visit [kensingtonbooks.com](http://kensingtonbooks.com).

#### **ABOUT BOOKS-A-MILLION, INC.:**

Books-A-Million, Inc. is one of the nation's leading book retailers and sells on the Internet at [www.booksamillion.com](http://www.booksamillion.com). The Company presently operates 256 stores in 33 states and the District of Columbia. The Company operates large superstores under the names Books-A-Million (BAM!), Books & Co. and 2nd & Charles and traditional bookstores operating under the names Bookland and Books-A-Million. Also included in the Company's retail operations is the operation of Yogurt Mountain Holding, LLC, a retailer and franchisor of self-serve frozen yogurt stores with 44 locations. The Company also develops and manages commercial real estate investments through its subsidiary, Preferred Growth Properties. The common stock of Books-A-Million, Inc. is traded on the NASDAQ Global Select Market under the symbol BAMB. For more information, visit the Company's corporate website at [www.booksamillioninc.com](http://www.booksamillioninc.com).