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*New Leaf*

# Press Release

## NEW LEAF ANNOUNCES NEW SALES AND DISTRIBUTION SERVICES TARGETING UNDER-SERVED SMALL PRESSES

**Lithia Springs, GA, March 3, 2010:** Saying that in the present publishing environment, the traditional one size fits all distribution scheme may no longer meet the needs of many small presses, New Leaf Distributing Co. President and CEO Alim Thompson announced the formation of New Leaf Distribution Services, a new division to serve publishers both inside and outside of New Leaf's usual Body Mind Spirit niche.

Many publishers, including Foundation for Inner Peace, publishers of the backlist classic, *A Course in Miracles*, are already benefitting from this service which was begun in a limited way in 2008. Thompson says, "We're offering a service that is more of a boutique, cafeteria plan. Since this will be incremental income on top of our wholesaling operation, we do not need the same scale as other distributors. We have no aspirations to become another NBN or PGW but rather to offer more specialized services that will even serve self-published authors as well as small and micro presses." He also stated that New Leaf Distribution Services has an extremely simple fee structure without a lot of 'extras' that our publishers appreciate.

The service is designed for maximum flexibility. On one end, they can provide the full range of expected sales and distribution services including access to international markets, and on the other end, they will present a single self-published book to a single national buyer. In such cases, they look for books by authors who are effective self promoters willing to hustle. This means blogging and tweeting as well as being out in the media and doing signings.

New Leaf has never tried to be all things to all people, and this new service will follow that by "playing smartly within our game" according to Thompson. He adds, "New Leaf Distribution Services will be the right size to always guarantee that the books will come out of the bag. We also have a track record of limiting returns because we do not load up the sales channel just because we can. That serves nobody."

Heading up sales for New Leaf Distribution Services is industry veteran Ken Kaiman. Thompson stated, "There are few if any doors that Ken has not opened. If anyone can get books placed appropriately in the majors, it's Ken. I emphasize 'appropriately'. This is how we are able to keep returns, while always a huge problem, at least within the realm of reason."

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