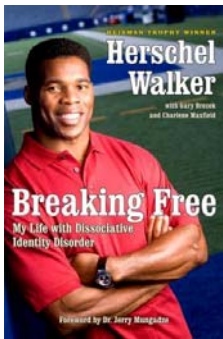


*For Immediate Release - Contact: Tina Jacobson
800-927-0517 ext. 101 or tjacobson@tbbmedia.com
Visit our website at www.tbbmedia.com*

The B & B Media Group Congratulates Award-Winning Clients, Continues to Achieve Great Heights, and Spotlights New Ventures

Dallas/Ft. Worth, TX—The B & B Media Group, Inc. (TBBMG) continues to gain critical acclaim and media exposure within the general market as well as the Christian market for their clients. The firm has seen a dramatic increase in marketplace visibility for several clients, many of whom have achieved rapid, spectacular success. The first half of 2008 brings new highlights...

Award-Winning Clients



With the release of his explosive autobiography, *Breaking Free*, former Heisman Trophy winner and NFL running back Herschel Walker has joined the distinguished group of TBBMG best-selling authors. In May, the book captured a spot on the *New York Times* Extended Bestsellers List and Herschel was honored by the U.S. Department of Health & Human Services when he received the Substance Abuse & Mental Health Services Administration Special Recognition Award 2008. Walker was recognized for his work to increase public understanding of mental health issues through his recent memoir, which details his battle with Dissociative Identity Disorder (formerly called multiple personality disorder).

For TBBMG President Tina Jacobson, the success of this project is particularly sweet. The firm championed the book from its inception when Jacobson served as literary agent and brokered a deal with Simon & Schuster. Diane Morrow, VP of Publicity at TBBMG, then managed the entire campaign. On a whirlwind tour, she traveled to New York with Herschel as he appeared on ABC's *Good Morning America*, *Nightline*, *CBS Sports*, *Inside Edition*, FOX's *Money for Breakfast*, CNN's *American Morning* and *Anderson Cooper 360*, Bloomberg's *Night Talk*, and many others.

“In the twenty years since I founded The B & B Media Group, we’ve represented our share of award winners and bestsellers,” Jacobson reflects. “In all that time, the excitement over our clients’ achievements has yet to wear off. Obviously, our success as a company is dependent on the individual successes of our authors. But that success is even more meaningful considering the very personal, friendly relationships we develop with our clients. Witnessing their achievements—and knowing that we have played a part in their triumphs—is still a source of great delight for me and my team.”

In the religious market as well, TBBMG clients have achieved consistent success, and this year’s crop of authors is no exception. The Evangelical Christian Publishers Association (ECPA) recently announced the finalists for the 2008 Christian Book Awards. Three TBBMG projects were included in the list: *John Newton: From Disgrace to Amazing Grace* by Jonathan Aitken published by Crossway

Books, *Deception* by Randy Alcorn published by WaterBrook Multnomah, a division of Random House Doubleday, and *Moments With You* by Dennis and Barbara Rainey published by Regal Books.

Continues to Achieve Great Heights

TBBMG clients also benefit from the company's long-standing contacts with mainstream media outlets. Front billing hits continue to include reviews and articles in *USA Today*, the *Washington Post*, *Book World*, and the *Washington Times* as well as client interviews with Matt Lauer, Larry King, and on programs including *Good Morning America*, *20/20*, *The Today Show*, and various other programs on FOX and CNN. As an example, the firm recently secured an appearance for Mark Gungor, pastor, speaker, and author of *Laugh Your Way to a Better Marriage*, on *Keeping the Faith*, a production of NPR station WILL, as well as a radio interview on *Good Morning America*. Within the first half of 2008, this results-driven publicity agency has secured many other top placements for their clients which include *The Colbert Report*, FOX's *The Alan Colmes Show*, and PBS's *The Tavis Smiley Show*.

Spotlighting New Ventures



Even while representing today's bestsellers, the TBBMG staff constantly explores innovative ideas that will serve lesser-known authors with the potential to craft the bestsellers of tomorrow. The company's latest venture to that effect is Ureadbooks.com, a new program produced by TBBMG in the tradition of their previous high-quality radio programs like *First Edition* and *Page Turner*. This new endeavor makes full use of the most recent technology—including podcasts and weblinks—in order to provide clients with multiple ways to broadcast an author's message. The audio format is convenient for authors who may have limited time for actual interviews and great for books with low budgets. The program generates significant radio and internet exposure without the expense of a full publicity campaign.

"Ureadbooks.com can be linked anywhere. Both authors and publishers can use it for their websites," says Michele Tennesen, VP of Marketing. "The program is very versatile in delivery and in content. The possibilities are limited only by your imagination. Some of our previous programs were more expensive and less adaptable. Thanks to advances in technology, we are pleased to offer this versatile format at a much more affordable rate."

"We work in an unpredictable industry. The methods for making the greatest impact can change at any moment. By analyzing the daily demands of media, as well as new technologies, we will continue to generate the needed strategic publicity that gives our clients, whether they are an author, a speaker, business, or ministry, the best platform to deliver the message. Our company has proven that we have the staying power to keep pace with these changing parameters, and we anticipate a bright future. With the addition of marketing services, we are even better equipped to help people realize their goals," Jacobson comments. "We look forward to many more celebrations shared with our clients."