



RUTLEDGE HILL PRESS





· LIVE LIKE YOU WERE DYING ·

Tim Nichols & Craig Wiseman, includes a foreword by Tim McGraw

1-4016-0212-6

Hardcover w/CD

\$14.99

Ship Date: August 9, 2004

Pub Date: August 24, 2004

Sales Cycle: 3

6 x 6

64 pages

Carton Qty: 24

Worldwide Rights

BISAC Category: Self-Help, Motivational,
General (SEL021000)

CPC Category: General, General, General
(GENGENEN)

ADVERTISING

· Advertising on country radio stations

MARKETING

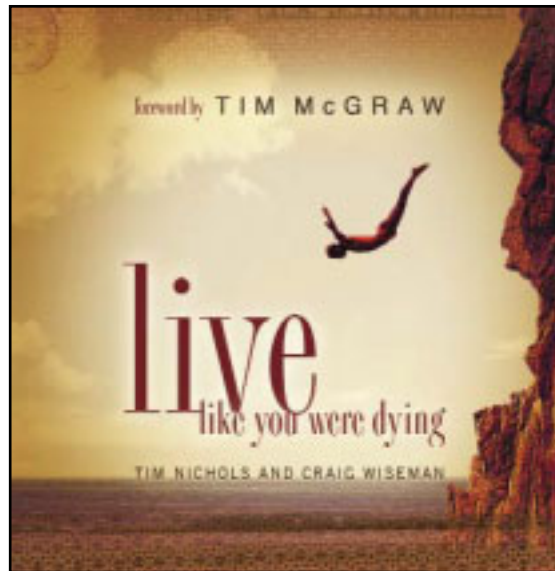
· Placement in fourth quarter holiday promotions with retailers
· Win-It-Before-You-Can-Buy-It giveaways with 200 country radio stations in August

PUBLICITY

· Tim McGraw will have a very aggressive publicity campaign to support the release of his new CD in August; during those appearances, the book will be promoted and given away to studio audiences
· Review copies to newspapers and radio stations

SALES HOOKS

· This song promises to be the most popular of 2004 and is poised to be nominated for many awards throughout the fall
· McGraw is one of country music's true superstars—his CDs routinely debut at number one on the pop and country charts
· This book has a universal message that makes it an excellent gift book



In the tradition of *I Hope You Dance*, this book, based on 2004's hottest country song, encourages everyone to live every moment like it was his or her last—with no regrets.

A wonderfully inspirational book based on the song that in a very short time has captured the hearts of Americans everywhere, *Live Like You Were Dying* has a message of hope and love that makes it a perfect gift book for everyone. Nichols, Wiseman, and McGraw share with listeners and readers that the best way to enjoy life is to get in there and live every day as if it were your last:

"I went sky diving; I went Rocky Mountain climbing; I went two point seven seconds on a bull named Fu Manchu.

And I loved deeper, and I spoke sweeter, and I gave forgiveness I'd been denying."

And he said, "One day I hope you get a chance To live like you were dying."

*CD release is August 24. Book needs to be in major accounts to coincide with release.



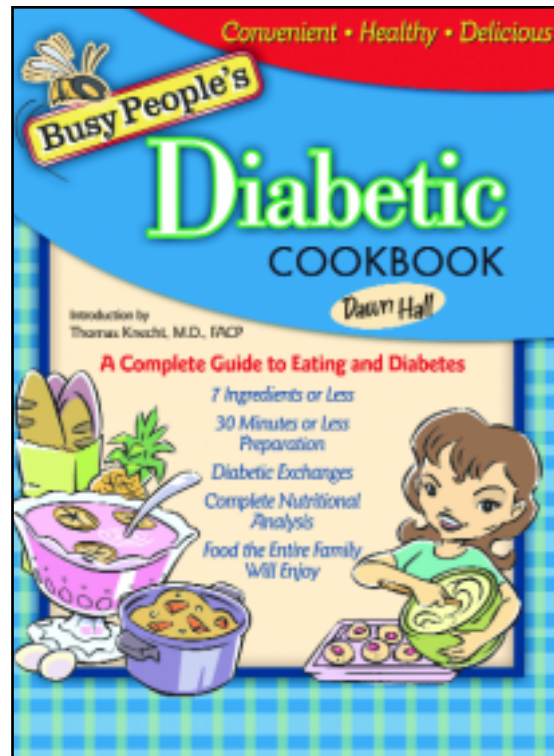
TIM NICHOLS is the writer of such hits as "Heads Carolina, Tails California," "I'll Think of a Reason Later," "Girls Lie Too," and "This Ain't No Thinkin' Thing." Raised in Missouri, Tim his wife, Patsy and their sons, Tyler and Landon live in **FRANKLIN, TENNESSEE**.

CRAIG WISEMAN is the writer of the hit songs "Where the Green Grass Grows," "The Good Stuff," "Just Another Day in Paradise," "The Cowboy in Me," and many more. Raised in Hattiesburg, Mississippi, Craig and his wife, K K, live in **NASHVILLE, TENNESSEE**.

· BUSY PEOPLE'S™ DIABETIC COOKBOOK ·

Dawn Hall, with an introduction by Dr. Thomas Knecht

The entire family will enjoy the more than 200 homestyle and healthy recipes in this book. Each *Busy People's™* recipe contains seven ingredients or less and can be prepared in thirty minutes or less.



The *Busy People's™ Diabetic Cookbook* is the answer for everyone who wants to eat healthier without sacrificing what is most important to them—delicious flavor! These healthy and well-balanced recipes are not just for those people with diabetes, but for everyone in the family. The book includes an introduction by endocrinologist and diabetes survivor Dr. Thomas Knecht as well as extensive diabetic medical information from the National Diabetes Information Clearinghouse.

Diabetes is becoming a national epidemic. The number of new cases diagnosed increased by 25 percent from 878,000 in 1997 to 1,104,000 in 2000. Today 18.2 million people in the U.S.—over

6 percent of the population —have diabetes. Shockingly, adult onset diabetes is now being diagnosed in children.

Sometimes when one member of a family is diagnosed with diabetes, two meals are made—one for the person with diabetes and one for everyone else. What's terrific about this book is that you would never know by tasting these recipes that they are all within the American Diabetic Association's guidelines. They are that good, that delicious, and that amazing!

DAWN HALL published her first cookbook when she needed to raise money to pay for her late husband's cancer treatment. She has sold more than 650,000 copies of her three books: *Down-Home Cooking without the Down-Home Fat*, *Busy People's™ Low-Fat Cookbook* and *Second Serving of Busy People's™ Low-Fat Recipes*. Dawn lives near **TOLEDO, OHIO**, with her two daughters.

1-4016-0188-X

Wire-bound Hardcover

\$16.99

Ship Date: January 10, 2005

Pub Date: February 9, 2005

Sales Cycle: 3

6 x 9

288 pages

Carton Qty: 24

Worldwide Rights

BISAC Category: Cooking, Health & Healing,
Diabetic & Sugar-free
(CKB025000)

CPC Category: General Interest, General
Topics, Cookbooks
(GNRGSECKB)

MARKETING

- Mailing to certified diabetes educators promoting this book

PUBLICITY

- Review copies to more than 200 newspapers and magazines
- Television appearances on Christian stations and in local markets

SALES HOOKS

- Dawn's *Busy People's™ Low-Fat Cookbook* has sold 60,000 copies, and her *Busy People's™ Slow-Cooker Cookbook* has sold 70,000 copies in the first year
- Diabetes is an increasing problem reaching epidemic proportions in the U.S.—even among children
- This book contains delicious recipes that have seven ingredients or less and can be prepared in thirty minutes or less





· MAYBERRY MEMORIES ·

Ken Beck & Jim Clark

1-4016-0124-3

Paperback

\$19.99

Ship Date: March 7, 2005

Pub Date: April 6, 2005

Sales Cycle: 4

7 ½ x 9

256 pages

Carton Qty: 24

Worldwide Rights

BISAC Category: Performing Arts, Television,
General (PER010000)

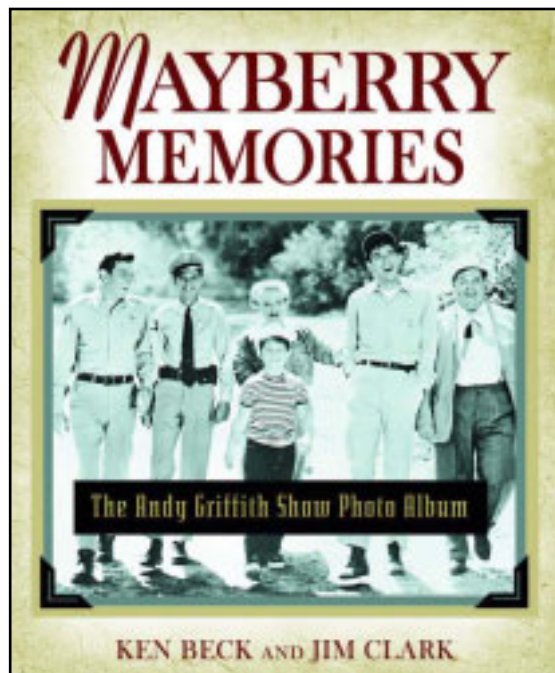
CPC Category: General, General, General
(GENGENGEN)

MARKETING

- Review copies to more than 200 print publications
- Radio interviews with Jim Clark, head goober of The Andy Griffith Show Rerun Watchers Club
- Promotion to Web sites dedicated to *The Andy Griffith Show*.

SALES HOOKS

- This book sold more than 30,000 copies in its hardcover release
- Rutledge Hill Press has sold more than one million copies of the three Aunt Bee's cookbooks written by Beck and Clark
- This book contains many never-before-published photographs



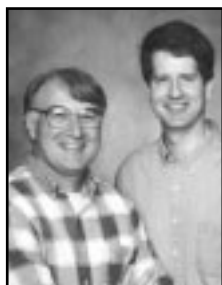
Now in affordable paperback, *Mayberry Memories: The Andy Griffith Show Photo Album* is the most beautiful book ever to be released on one of the most beloved television shows in history.

Originally published to celebrate the fortieth anniversary of *The Andy Griffith Show*, this book features nearly 300 beautifully reproduced photographs in both color and black and white, the majority of which have never before been published.

Organized chronologically, the book has chapters devoted to each of the show's eight seasons,

along with production milestones and character biographies, as well as occasional lists, recipes, and snippets of dialogue.

Mayberry Memories is the ultimate keepsake memento for fans who have enjoyed everything Mayberry for more than four decades.



KEN BECK is an editor for *The Tennessean* in Nashville, Tennessee, and a freelance writer. With coauthor Jim Clark, he has written *Aunt Bee's Mayberry Cookbook*, *The All-American Cowboy Cookbook*, *Mary Ann's Gilligan's Island Cookbook*, *Aunt Bee's Delightful Desserts*, *Aunt Bee's Mealtimes in Mayberry*, and *Mayberry Memories*.

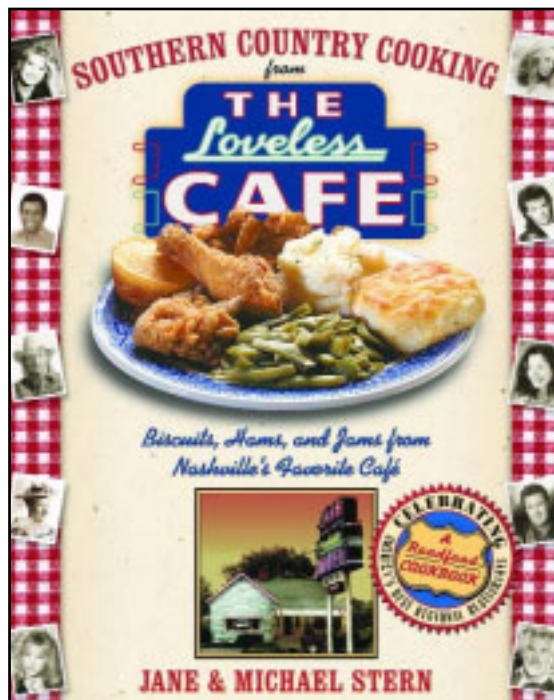
HOMETOWN: NASHVILLE, TENNESSEE

JIM CLARK is a freelance writer who, with coauthor Ken Beck, has written *Aunt Bee's Mayberry Cookbook*, *The All-American Cowboy Cookbook*, *Mary Ann's Gilligan's Island Cookbook*, *Aunt Bee's Delightful Desserts*, *Aunt Bee's Mealtimes in Mayberry*, and *Mayberry Memories*. HOMETOWN: NASHVILLE, TENNESSEE

· SOUTHERN COUNTRY COOKING FROM THE LOVELESS CAFE ·

Jane & Michael Stern

From its world-famous breakfasts to the wonderful fried chicken that has inspired many of Nashville's singers and songwriters, the Loveless Cafe is the epitome of Nashville.



Located at the northern end of the Natchez Trace Parkway, the Loveless Cafe remains unchanged in the quaint country charm and good cooking that has made it a landmark in the South since its doors opened nearly fifty years ago.

Nationally acclaimed and frequented by celebrities, world travelers, and locals alike, the Loveless Cafe serves up award-winning country ham and red eye gravy, real southern-fried chicken, and Nashville's favorite scratch biscuits with homemade preserves cooked right in the kitchen. The Loveless story has

been told the world over, from *Gourmet* and *Bon Appetit* to *U.S. News and World Report*, CBS Television, and *People*. Come discover the Loveless for yourself, and experience southern dining and hospitality at their best.

Southern Country Cooking from the Loveless Cafe captures the laid-back down-home feel of a Nashville legend. Included are over 150 recipes that have made the Loveless Cafe one of Nashville's most beloved restaurants.

1-4016-0214-2

Hardcover

\$19.99

Ship Date: March 7, 2005

Pub Date: April 6, 2005

Sales Cycle: 4

7 1/2 x 9 1/4

224 (plus 8-page color insert) pages

Carton Qty: 24

Worldwide Rights

BISAC Category: Cooking, Regional & Ethnic
American, Southern States
(CKB002060)

CPC Category: General, General, General
(GENGENEN)

MARKETING

· Coverage on *The Splendid Table* (NPR) and on the Stern's Roadfood Web site

PUBLICITY

· Review copies to be sent to newspapers across the country
· Local signings and media appearances by the owners of the Loveless

SALES HOOKS

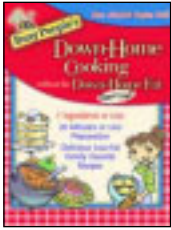
· The 10 books in the Roadfood series have sold well in every conceivable marketplace—traditional bookstores, mass merchants, gift shops, and in the featured restaurants themselves
· The Loveless is one of Nashville's most popular restaurants—for both locals and tourists
· The Sterns are two of America's best-known "Foodies." Millions enjoy their magazine columns and radio segments on NPR's *The Splendid Table*; they have written more than thirty books

JANE AND MICHAEL STERN are America's foremost experts on regional food. They have published more than thirty books on food and popular culture and are columnists for *Gourmet* and frequent contributors to the *New York Times Book Review*. They have a weekly feature on NPR's *The Splendid Table*. Their Roadfood.com Web site was named "Site of the Year" by Yahoo and a "Top 100 Site" by *PC Magazine*. Jane Stern recently wrote about her experiences becoming an EMT. in *Ambulance Girl* (Crown).





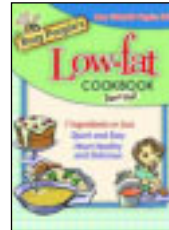
· BACKLIST ·



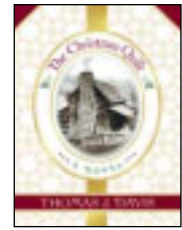
Busy People's™ Down-Home Cooking without the Down-Home Fat
Dawn Hall
1-4016-0104-9 · \$16.99
Wire-bound Hardcover



Busy People's™ Slow Cooker Cookbook
Dawn Hall
1-4016-0107-3 · \$16.99
Wire-bound Hardcover



Busy People's™ Low-Fat Cookbook
Dawn Hall
1-4016-0105-7 · \$16.99
Wire-bound Hardcover



The Christmas Quilt
Thomas J. Davis
1-4016-0031-X · \$12.99
Trade Paper



Aunt Bee's Delightful Desserts
Ken Beck & Jim Clark
1-5585-3402-4 · \$15.99
Comb-bound



The Organized Family Historian
Ann Carter Fleming
1-4016-0129-4 · \$19.99
Trade Paper



Genealogy 101
Barbara Renick
1-4016-0019-0 · \$19.99
Trade Paper



A Family Affair
Sandra MacLean Clunies
1-4016-0020-4 · \$19.99
Trade Paper



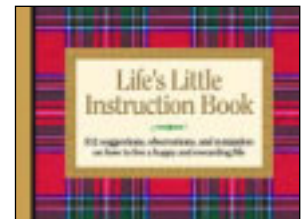
Finding the Good
Lucas L. Johnson II
1-4016-0037-9 · \$19.99
Hardcover



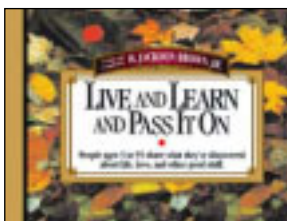
Online Roots
Pamela Boyer Porter & Amy Johnson Crow
1-4016-0021-2 · \$19.99
Trade Paper



Planting Your Family Tree Online
Cyndi Howells
1-4016-0022-0 · \$19.99
Trade Paper



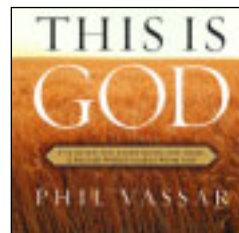
Life's Little Instruction Book
H. Jackson Brown Jr.
1-5585-3835-6 · \$6.99
Trade Paper



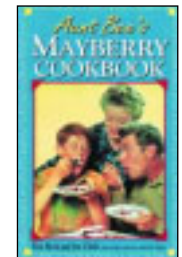
Live and Learn and Pass it On
H. Jackson Brown Jr.
1-5585-3838-0 · \$6.99
Trade Paper



Life's Little Instructions from the Bible
Rosemary & H. Jackson Brown Jr.
1-5585-3831-3 · \$6.99
Trade Paper



This Is God
Phil Vassar
1-4016-0120-0 · \$14.99
Hardcover w/CD



Aunt Bee's Mayberry Cookbook
Ken Beck & Jim Clark
1-5585-3098-3 · \$15.99
Comb-bound