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Chicken Soup for the Soul Launches New Club

Joins with Traffic Marketplace & Alta Resources to extend global reach of the brand

COS COB, Conn. - March 19, 2009 - Chicken Soup for the Soul Publishing, LLC., the company behind the Chicken Soup for the Soul book series, one of the best-selling and most-beloved series of all time, is launching the Chicken Soup for the Soul club in April 2009. The company has teamed up with two industry leaders, Traffic Marketplace, the world's fifth largest online advertising network [source: ComScore], which is set to handle global marketing, and Alta Resources, the global leader of integrated sales, service and fulfillment solutions supporting many other world-class brands.

The club ushers in a new era for Chicken Soup for the Soul—providing customers direct and convenient access to the newest books and, eventually, other products—and is yet another sign of the fresh energy and momentum behind the company. Over the past year, against the grain of poor economic conditions, Chicken Soup for the Soul Publishing, LLC. has:

- appointed Simon & Schuster, Inc. one of the world's foremost publishing companies, as its book distributor for all of its new books;
- hired IMG Licensing, the world's leading licensing agent, as its exclusive North American licensing representative;
- published over 30 new books;
- and entered into new relationships with some of world's biggest brands, including its recently announced arrangement with *Golf Digest*.

"At a time when many are in need of hope and inspiration, we believe our club will help Chicken Soup for the Soul impact more lives in positive ways," said William J. Rouhana, Jr., CEO of Chicken Soup for the Soul. "We designed this club to provide convenience and a higher level of service to our customers, many of whom buy Chicken Soup for the Soul products to give as gifts. We are pleased to be joined by more world class companies to increase the reach of our message."

Traffic Marketplace, a company that reaches more than 142 million unique users each month through 30 billion advertising impressions, has committed to aggressively use its world-renowned online reach to promote the club.

"We are excited about this new relationship with Chicken Soup for the Soul, a brand that has a wonderful reputation and millions of fans around the world," said Jim Waltz, president of Traffic Marketplace. "We look forward to spreading the word about the club to millions through our many marketing channels."

Alta Resources will handle all back end services and customer care for the club. In aligning itself with Alta Resources, Chicken Soup for the Soul works with a company that shares its commitment to delivering an exceptional customer experience. Alta Resources' consumer care receives customer satisfaction scores for leading market share consumer packaged goods brands ranging from 95 percent to 99 percent.

"Chicken Soup for the Soul is a fitting partner for Alta Resources because they share our focus on customer care," said Jim Bere, CEO of Alta Resources. "We look forward to providing Chicken Soup for the Soul club members with an unparalleled customer experience."

Upon joining the club, members will receive three books and sign up to buy eight more within 18 months. In a unique feature, members will be able to direct the shipment of each month's books to friends or family members as gifts by managing their account online.

About Chicken Soup for the Soul Publishing, LLC: Chicken Soup for the Soul Publishing, LLC, publishes all the latest titles in the famous Chicken Soup for the Soul book series which are distributed through Simon and Schuster, Inc. Since 1993, books in the Chicken Soup for the Soul series have sold more than 112 million copies, with titles translated into over 40 languages. Chicken Soup for the Soul Publishing also licenses the right to use its famous trademark to high quality licensees through IMG, the world's premier licensing agent. The company is currently implementing a plan to expand into all media, is working with TV networks on several TV shows and is developing a major Internet presence dedicated to life improvement, emotional support and inspiration. In 2007, *USA Today* named



Chicken Soup for the Soul one of the five most memorable and impactful books in the last quarter century. For more information visit: www.chickensoup.com.

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To schedule an interview with any of the parties, please contact Rusty Shelton at (512) 785-4469 or rusty@sheltoninteractive.com.