



The Family Publishers, Inc.
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FOR IMMEDIATE RELEASE:

World's First “Personal Publishers” of Personal Biographies, Family and Corporate Histories To Pursue Amazon.com, Barnes-Noble

New York, NY – [The Family Publishers, Inc.](http://TheFamilyPublishers.com), the first and only “personal publishers” who developed the concept for and publish custom-written personal biographies, family and corporate histories has announced that the company is pursuing deals with book retailers [Barnes and Noble](http://BarnesandNoble.com) and online retailer Amazon.com with the company’s new [Memories To Last A Lifetime Keepsake Books](#) and their [Revolutionary Retail Selling System](#).

In return for displaying the free-standing leased “library-stand” floor podium, which includes a sample book and sales material, participating retailers will receive \$150 for every book publishing project consumers purchase through the offline and online stores.

Purchases from the stands will be paid directly to the store, who in return will receive a store-validated \$150 receipt redeemable for a \$250 discount coupon off the normal \$1747 retail price of the three (3) [Keepsake Books](#) set, lowering the price to \$1497.

From that point forward the customer works directly with [The Family Publishers Inc.](http://TheFamilyPublishers.com) authorized licensees, so the retailer’s role is limited to product display, and collection of the \$150 referral commission.

Current plans are to introduce the retail display systems to book retailers [Barnes and Noble](http://BarnesandNoble.com), [Books-A-Million](http://Books-A-Million.com) and other high-traffic retail stores and



shopping malls, featuring the [Keepsake Books](#) in retail "[Share Your Memories](#)" Consumer Contests. The retail consumer contests, promoted online and offline, will create traffic for the company's retail partners.

"We believe our new [Revolutionary Retail Selling System](#) will create a win-win situation, especially for our retail partners. Because they don't have to order inventory and will get higher profit per square foot than other items in the store. For the consumers, because they can experience the product, and for ourselves, because the system provides a retail selling platform for other products and services," said Schmidt.

In addition to marketing to bookstores, the company will exploit internet venues such as U.S. and international [Amazon.com](#), [Borders.com](#), [BN.com](#), [Ancestry.com](#), and [Google.com](#) web sites and has plans to expand internationally to reach wealthy foreign markets.

"The oral histories of our world's older generations are being lost day by day," says Ron Schmidt, Founder and CEO of [The Family Publishers, Inc.](#). "With baby boomers rounding the corner into retirement, this is an opportunity for families to capture their memories and come together around their stories as they preserve their heritage for future generations, regardless of where they live."

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