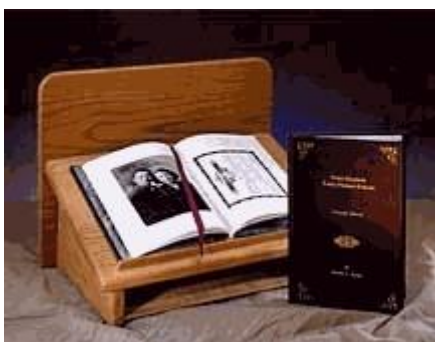




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FOR IMMEDIATE RELEASE:

World's First "Personal Publishers" of Personal Biographies, Family and Corporate Histories Announces Franchise Plans.



New York, NY – [The Family Publishers](http://TheFamilyPublishers.com), the first and only "personal publishers" who developed the concept for and published custom-written personal biographies, family and corporate histories, personal biographies, [Memories To Last A Lifetime Keepsake Books](http://MemoriesToLastALifetimeKeepsakeBooks.com) Founder and CEO, Ron Schmidt announced that putting together a licensee plan and searching for experienced writers, editors, and

publishers is the best way to run and expand U.S. operations and foreign expansion plans of the company's "personal publishing" niche marketing brands.

"Because we believe our U.S and worldwide expansion plans and will be best served by seeking out licensees who will focus on running their individual businesses and expanding our brand. This change makes perfect sense to our goals of bringing [The Family Publishers](http://TheFamilyPublishers.com) brand to an expanded market and creating a worldwide niche "personal publishing" presence and platform." said Schmidt.

Current plans are also set to introduce 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 to the company's new [Revolutionary Retail Selling System](http://RevolutionaryRetailSellingSystem.com). "[Share Your Memories](http://ShareYourMemories.com)" Consumer Contests, coordinated with an online consumer awareness campaign which will drive traffic and profits for the company's retail partners.

"The oral histories of the world's older generations are being lost day by day," says Ron Schmidt, Founder and CEO of [The Family Publishers](http://TheFamilyPublishers.com). "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."

In addition to marketing to bookstores, the company will exploit U.S. and international internet venues such as Amazon.com, Borders.com, BN.com, Ancestry.com, Google.com for direct downloading of E-books and CD-ROM sales with plans in place to expand internationally to capture wealthy foreign markets.

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