

FOR IMMEDIATE RELEASE:

The McEvoy Group Acquires becker&mayer!
San Francisco-based Publishing Group Announces Acquisition of
Leading International Book Producer

SAN FRANCISCO (February 3, 2005) – Nion McEvoy, Managing Partner of The McEvoy Group LLC and Chairman and CEO of Chronicle Books (www.chroniclebooks.com/), today announced The McEvoy Group’s acquisition of becker&mayer! (www.beckermayer.com), a leading international book producer.

“I’ve always had tremendous respect for Jim Becker and Andy Mayer’s entrepreneurial spirit and distinctive publishing vision,” said Nion McEvoy. “This acquisition gives us the opportunity to extend the reach of both companies while preserving the uniquely independent spirit of each one.”

Founded in 1979 by Jim Becker and Andy Mayer, becker&mayer! is internationally recognized for producing high-quality, innovative titles that have achieved both critical and commercial recognition in a wide array of consumer and institutional markets. Recent bestselling titles created for other publishers include *The Sinatra Treasures*, *Lennon Legend*, and the *Uncover Book* series for children, which has sold 1.7 million copies worldwide. The rapidly growing company has recently begun to publish some of its own titles under the imprints of *becker&mayer! Books* and *SmartLab Toys* (www.smartlabtoys.com). Co-Presidents Becker and Mayer will continue to oversee the company from its headquarters in Bellevue, Washington.

According to Andy Mayer, “While Chronicle’s highly-regarded distribution capabilities to the gift and book trade will allow us to grow various aspects of our business, particularly *SmartLab Toys*, it was The McEvoy Group’s commitment to high-quality, innovative publishing that made the acquisition appealing to us.” Chronicle Publisher, Jack Jensen concurs: “This is an exciting opportunity. Jim, Andy and the talented becker&mayer! staff have created a wonderful

company and while we will operate at arms length, there is a great deal of knowledge and expertise we will share with one another.”

About The McEvoy Group: Nion McEvoy formed The McEvoy Group LLC in 2000 with the acquisition of Chronicle Books, one of America’s most recognized and respected independent trade book publishers. Chronicle boasts a formidable list of gift, children’s, and adult books most notably in the categories of food, music, design, lifestyle, and pop culture titles. In 2003, The McEvoy Group made its first foray into magazine publishing in partnership with Hartle Media Ventures, publishers of San Francisco’s *7x7 Magazine* followed by the recent acquisition of *California Home & Design*.

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