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CHRONICLE BOOKS SIGNS DISTRIBUTION PARTNERSHIP AGREEMENT WITH LAURENCE KING PUBLISHERS

San Francisco, CA (February 1, 2006): San Francisco-based publishing company Chronicle Books, LLC is pleased to announce that the UK house Laurence King Publishing Ltd will be distributed by Chronicle Books as part of its newly formed partnership with the US-based company. The move, part of the partnership's new marketing and distribution arrangement, will be effective January 2006, and the first Laurence King publishing list will begin shipping in the Fall.

Jack Jensen, President and Publisher of Chronicle Books says, "The Laurence King list has achieved remarkable success over the recent past and we are thrilled with the opportunity to take this great list to the ever growing Chronicle Books customer base."

Says LKP Publisher, Laurence King, "Publishing our books directly in the United States and Canada, rather than selling rights, is a major and exciting step for our company. I can think of no better partner to do this with than Chronicle Books, whose approach and list we have admired for many years."

Adds Jensen, "Laurence King has an excellent reputation for producing books that are known for their editorial distinction, innovation and high quality design and production. We couldn't be more proud to add Laurence King to our distribution list. They are recognized as a market leader in the areas of design and architecture and I am certain their future lists will find a solid customer base in the North American market."

Laurence King publishes books across the whole range of the creative arts – on design, graphics, architecture, interior design and art. Outside of the UK, Laurence King is known as one of the world's foremost leaders in packaging and high-quality publishing in the design and architectural arenas. This inaugural list is their first venture as a publisher in the North American market.

The first books to be featured under this new agreement are:

- 1000 New Designs and Where to Find Them
- C/ID: Visual Identity and Branding for the Arts
- Guerrilla Advertising: Unconventional Brand Communication
- Motion Blur: Graphic Moving Imagemakers
- Architects Today
- Business Cards 2: More Ways of Saying Hello
- Picture Book: Contemporary Illustration
- VJ: Audio-Visual Art and VJ Culture
- 300% Cotton: T-Shirt Graphics
- Look at This: Contemporary Brochures, Catalogues and Documents
- Motion by Design

About Chronicle Books

One of the most admired and respected publishing companies in the U.S., Chronicle Books was founded in 1966 and over the years has developed a reputation for award-winning, innovative books. Recently recognized as one of the 50 best small companies to work for in the U.S. (and the only independent publisher to receive this award), the company continues to challenge conventional publishing wisdom, setting trends in both subject and format, maintaining a list that includes illustrated titles in design, art, architecture, photography, food, lifestyle and pop culture, as well as much-admired books for children and ancillary products through its gift division. Chronicle Books' objective is to create and distribute exceptional publishing that's instantly recognizable for its spirit, creativity, and value. For more information about Chronicle Books, visit www.chroniclebooks.com.

About Laurence King Publishing

Creating highly thought of and award-winning books on art, architecture, design, graphic design, film, photography, the decorative arts and fashion, Laurence King Publishing was launched in 1991. It grew out of the book-packaging company, Calmann and King Ltd. In its first season Laurence King published *A World History of Art* by Hugh Honour and John Fleming. Now in its 7th edition, this book has sold more than one million copies and remains at the core of the list.

The company is unusual both in its international approach and in that its list ranges from books which present cutting-edge work in design and architecture

to major surveys and works of reference. Amongst the successful titles it has published in graphics are *The End of Print* by David Carson and *G1* by Neville Brody; in design and interiors *Airline* by Keith Lovegrove, *Bar and Club Design* by Bethan Ryder and *The International Design Yearbook*; and in Architecture *Key Buildings of the 20th Century: Plans, Sections and Elevations* by Richard Weston. It has also published such definitive studies as *History of Interior Design* by John Pile, *The Design Encyclopedia* (in association with MOMA) by Mel Byars and *Atlas of World Art* edited by John Onians.

Laurence King Publishing continues to maintain its tradition of combining originality in seeking out new subjects and approaches to book design, with authoritative and informative texts for global market. To view the list as a whole, please visit www.laurenceking.co.uk

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