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Chronicle Books Announces New Marketing Directors

San Francisco CA - May 9, 2003 - Chronicle Books, the San Francisco-based publishing company continues to grow with the announcement of a new member of, and a promotion to, their marketing management team.

Joining Chronicle as Director of Marketing for the Adult Trade and Gift Divisions is Liza Algar. Ms. Algar brings considerable marketing know-how to the organization with over fifteen years of experience in book marketing, publicity, and brand building. Most recently, Ms. Algar worked as the Marketing Director for Douglas & McIntyre Publishing Group in Canada. There she developed and executed marketing strategies that include author publicity, online promotions, advertising, catalogues, coop and channel marketing in Canada and the U.S. for D&M's cookbooks, art books, fiction and non-fiction lists.

Prior to that, Ms. Algar was a producer for the Vicki Gabereau show (CTV national network). She has also worked in a senior-level marketing capacity for renowned publishers including Osborne McGraw-Hill, IDG Books Worldwide, Macmillan Canada, and Bantam, Doubleday, Dell.

Chronicle is also pleased to announce the promotion of Chris Boral to Marketing Director for their Children's Book Division. Ms. Boral has a long and successful history at Chronicle. She has been with the company since 1991 where she began her tenure in customer service and special sales. In 1993 she moved into children's marketing where she has since been ably leading the marketing for Chronicle's children's list and has made great strides in increasing the visibility, market reach, and sales for Chronicle's children's publishing. In her new role, Ms. Boral will be focusing on extending the reach for Chronicle's children's list into new markets, enhancing their relationships in the trade and with key influencers, continuing to foster strong relationships with the library and education markets, and keeping in touch with the marketplace for children's books.

Said Amy Kaneko, Chronicle Books' Executive Director of Marketing, "Liza and Chris bring a terrific mix of strategic and tactical marketing skills as well as a global perspective of the publishing industry at large. Both are ideal additions to our marketing leadership."

Adds Abby Hoffman, Chronicle Books' VP of Sales and Marketing, "Liza and Chris offer a combined 30-plus years of marketing and promotions experience, and from

strong, internationally recognized brands, and we're confident that our customers, and our company will benefit from their collective talents."

Liza Algar and Chris Boral will report into Amy Kaneko, Executive Director of Marketing.

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.

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