

FOR IMMEDIATE RELEASE

Media Contact: Andrea Burnett
Chronicle Books
(415) 537-4258
andrea_burnett@chroniclebooks.com
www.chroniclebooks.com

New Sales and Marketing Promotions at Chronicle Books
*Company Confirms Commitment to Building Dynamic, Aggressive
Sales and Marketing Strategies*

San Francisco CA – November 27, 2006 – Internationally renowned independent publisher Chronicle Books, based in San Francisco, today announces changes to their Sales and Marketing department that confirm Chronicle's commitment to building robust and dynamic strategic sales and marketing initiatives: The appointment of Liza Algar as the new Executive Director of Marketing and Sarah Williams to Executive Director, New Business Development.

Algar joined Chronicle Books this summer as the Director of Marketing for Chronicle's Adult Trade and Gift divisions. Over the last 15 years, Liza has worked for a number of book publishers, ranging from IDG to Douglas & McIntyre in both marketing and publicity. She has experience working on award winning, robust campaigns including the ...*For Dummies* series as well as managing campaigns for individual titles. Outside of publishing, she has worked as a television producer and a travel writer.

Said Abby Hoffman, Chronicle Books' VP of Sales and Marketing, "With her professional background, Liza brings a terrific mix of strategic and tactical marketing and publicity skills as well as a global perspective of the publishing industry at large. We are looking forward to Liza integrating our business strategies for Chronicle's growth into the marketing plan and improving our market presence."

In her new role, Algar will work closely with Hoffman and others to build the national marketing plans to support the company's next level of development for sales strategies, channel programs, and market communications.

Chronicle Books is also pleased to announce that Sarah Williams has been promoted to Executive Director, New Business Development.

Williams began at Chronicle Books in 1997 as Subsidiary Rights Manager, then took on export and special sales to become Director of International Sales, Subsidiary Rights and Specialty Sales. Williams has boosted business in Chronicle's special sales channel to

record levels, while continuing to grow sales in the licensing, book club and international markets.

In her new role, Williams will head up a New Business Development group designed to capitalize on the company's history at the forefront in untapped and alternative markets. A leader of new channel development with a track record of finding and maximizing growth, Williams also brings a broad understanding of the intricacies of the book business.

Adds company President and Publisher, Jack Jensen, "As Chronicle Books continues to grow its business, Liza and Sarah's contributions will be integral to our success. With these leadership changes, Chronicle Books reinforces our already strong commitment to innovative sales and 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.

###