
PRESS RELEASE

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Alaska Angling Guide Selected as Prestigious Book Awards Finalist

Alaska Fishing: The Ultimate Angler's Guide, Deluxe 3rd Edition, by Rene Limeres & Gunnar Pedersen, Publishers Design Group, Inc., Roseville, California, 2005 has been selected as a finalist in two major book awards for excellence in independent publishing.

ForeWord Magazine's Book of the Year Award, established to bring increased attention from librarians and booksellers to the literary achievements of independent publishers and authors, has selected ***Alaska Fishing*** as a finalist in two separate categories for 2005: *Adventure* and *Sports & Recreation*. A jury of librarians, booksellers and reviewers judge the categories for entry and selects finalists and winners based on editorial excellence and professional production, as well as originality of narrative and the value the book adds to its genre.

First, second, and third place winners are awarded for each category. In addition, a \$1500 prize goes to the Best Fiction and Best Nonfiction title for the Book of the Year Award as determined by the editors of ForeWord Magazine. Winners in each category and the Editors Choice Award winners for fiction and nonfiction will be announced at a special program at Book Expo America in the Washington Convention Center in Washington, D.C. on Friday, May 19th, 2006.

The Benjamin Franklin Awards, by PMA, a trade association of over 4,000 independent publishers, recognizes excellence in independent publishing. Publications, grouped by genre are judged on editorial and design merit by top practitioners in each field. Trophies are awarded to the best books in several categories in each field and are presented to the publishers during a gala awards ceremony in Washington D.C. just before the opening of Book Expo America. ***Alaska Fishing*** was selected as a finalist in the Recreation/Sports category for 2005.

These announcements add considerable clout to ***Alaska Fishing's*** growing list of honors and endorsements. The book made "finalist" for the *How-To* category in the 2005 DIY Book Festival awards, held in Los Angeles, this past October. It was featured in the *Midwest Book Review's Bookwatch* for March, 2006, and received very favorable reviews in several major sporting and regional magazines in fall/winter 2005. Already the best selling guide to fishing the fabulous 49th state, ***Alaska Fishing*** draws much of its appeal from its all color format, with hundreds of illustrations and gorgeous photos that enhance the text and convey the adventure and mystique of angling in the Last Frontier.