



THE CROWN PUBLISHING GROUP

**CROWN FORUM IMPRINT FOR CONSERVATIVE NONFICTION
DEBUTS IN JUNE FROM CROWN PUBLISHING GROUP**



NEW YORK; April 21, 2003 - The Crown Publishing Group, a division of Random House, Inc., America's largest publisher of general-interest books, will launch an imprint this June solely devoted to nonfiction with a conservative point of view. Crown Forum expects to publish fifteen hardcover titles annually, the first of which will be *Treason: Liberal Treachery from the Cold War to the War on Terrorism* by commentator Ann Coulter, on sale June 25. Ms. Coulter's previous book, *Slander: Liberal Lies About the American Right*, was a runaway #1 national bestseller from Crown Publishers last year, with twenty weeks on the *New York Times* Nonfiction Hardcover list and more than 400,000 copies in print.

Crown Forum will be under the direction of Steve Ross, Senior Vice President and Publisher of the Group's Crown Publishers, Crown Business, and Three Rivers Press imprints, announced Jenny Frost, President and Publisher, The Crown Publishing Group. Mr. Ross will hire a senior-level editor to acquire and develop projects for Crown Forum, with other Crown editors also contributing to future lists.

The imprint is an expansion of the Forum line of books previously published as part of Crown's Prima Lifestyles publishing program, which will discontinue publishing new books with the closing of its West Coast-based office June 1. Several of their titles will move over to the first Crown Forum list, including *Tales from the Left Coast*, by James Hirszen and NewsMax.com, *FDR'S Folly*, by Jim Powell, and *The Real Lincoln*, by Thomas J. DiLorenzo. Mr. Ross also newly acquired for Crown Forum *Right Turn* by syndicated radio host Michael Medved and a memoir by journalist Robert Novak about his forty-five years covering American politics and his gradual move to the right.

"In both their voting-booth and book-buying inclinations, nearly half the adult American public has a point of view considered conservative on some or most issues, says Steve Ross. "Booksellers tell us that notwithstanding the great number of titles with a conservative perspective currently on the bestseller lists, this is an underserved readership. We are looking to publish works of history, memoir, political analysis and commentary, and the occasional volume of humor. Our intention is for Crown Forum to quickly become a recognized and sought-after book publisher of choice for the country's diverse conservative constituency and authors who want their message to be heard by as large an audience as possible."

Many of the Crown Forum hardcovers will be reprinted later as trade paperbacks by the Crown Group's Three Rivers Press imprint.

The Crown Publishing Group is a division of Random House, Inc., the U.S. company of Random House, the trade book publishing division of Bertelsmann AG.

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