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**RANDOM HOUSE CHILDREN'S BOOKS ANNOUNCES
EXCLUSIVE PUBLISHING TIE-IN TO THE PREMIERE EPISODE OF
NBC'S "THE APPRENTICE: MARTHA STEWART"**

Candidates Rewrite Classic Fairy Tales for Random House Children's Books

New York, NY (September 19, 2005) — Random House Children's Books, a division of Random House, Inc., announced today the publication of a picture book tie-in to the premiere episode of NBC's unscripted series "The Apprentice: Martha Stewart," which debuts September 21st (8-9 PM ET/PT). The thirty-two page, hardcover picture book, whose title and author will be revealed on the show's premiere, will carry a suggested retail price of \$10.95 and will go on sale throughout North America on Thursday, September 22nd, the morning after the program's airing.

For their first task, the candidates for the coveted position working alongside Martha Stewart at Martha Stewart Living Omnimedia, Inc. will apply themselves to one of the hottest niches in the book publishing business—children's literature. Each team will update a classic fairy tale—*Jack and the Beanstalk* and *Hansel and Gretel*—making the stories relevant to the modern child. Working alongside executives at Random House Children's Books, the candidates will rewrite and illustrate each tale and then read their finished product to a class of first-graders.

Each team's final picture book will be evaluated by a target audience of first-graders, and by Random House Children's Books executives: Chip Gibson, President and Publisher, and Anne Schwartz, Co-Director of Schwartz & Wade Books, a new Random House imprint.

"As the longtime publisher through our Clarkson Potter imprint of Martha Stewart's incredibly successful cooking and lifestyle books, we at Random House, Inc. have learned that it is very worth our while to listen when Martha calls us excited about a creative idea," said Chip Gibson, President and Publisher of Random House Children's Books. "We jumped at the chance to work with her on 'The Apprentice: Martha Stewart' episode in which she offers the audience a terrific window into our business (albeit at a wildly accelerated pace). We look forward to giving Martha's viewers an entertaining debut program and to publishing the winning book the morning after the show's premiere. Our gang here worked incredibly hard with Martha and her team on this project-and had a ball."

The *Martha Stewart's Baking Handbook* (on sale November 1) is Martha's eighteenth cookbook with Clarkson Potter, an imprint of Random House, Inc.'s Crown Publishing Group. It continues a relationship that began in 1982 with her first book, *Entertaining*. There are more than 15.1 million copies of all of Martha Stewart's books in print.

"The Apprentice: Martha Stewart" is produced by Mark Burnett Productions. Mark Burnett, Jay Bienstock and Donald J. Trump are executive producers. Conrad Riggs and Kevin Harris are co-executive producers.

Random House Children's Books is the world's largest English-language children's trade book publisher. Creating books for toddlers through young adult readers, in all formats from board books to activity books to picture books to novels and narrative nonfiction, the imprints of Random House Children's Books offer publishing programs that bring together world-famous franchise characters, multimillion-copy series, and top-flight award-winning authors and illustrators. Random House Children's Books is a division of Random House, Inc., whose parent company is Bertelsmann AG, a leading international media company.

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