



THE CROWN PUBLISHING GROUP

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**PRIMA PUBLISHING TO BE REALIGNED  
WITHIN THE CROWN PUBLISHING GROUP**

(NEW YORK, February 24, 2003)—The Crown Publishing Group division of Random House, Inc. announced today its plans regarding the future of its three Prima Publishing imprints, based in Roseville, California.

The Prima Lifestyle imprint, which publishes a variety of trade paperback self-help, cooking, and parenting titles, will cease operations as of June 1, 2003. Prima's spring 2003 frontlist program will continue to be published in its entirety, while summer and fall 2003 titles will be evaluated for publication. The Prima Lifestyle backlist catalog will be carried forward from New York under Crown's trade paperback imprint, Three Rivers Press.

The Forum imprint, which publishes a list of conservative, current events-driven titles, will continue and will be relocated to New York.

The Prima Games imprint, the market-leading publishing program of video game strategy guides, will continue to be based in Roseville as part of the Random House Information Group, with no change in its editorial direction or operations.

Some twenty Prima employees, all of whom worked for Prima Lifestyles, are impacted by today's announcement, and will not continue with the company as of June 1.

“Our decisions about Prima were determined as part of an ongoing strategic assessment of Crown's long-term publishing priorities in an increasingly challenging retail marketplace for books,” said Jenny Frost, President and Publisher, The Crown Publishing Group, in New York. “We deeply regret the loss of our Prima Lifestyle colleagues in Roseville and this decision is in no way a reflection on either their professionalism or their dedication to our books. We intend to preserve and grow Prima Games for which there is considerable consumer enthusiasm.”

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