



THE CROWN PUBLISHING GROUP

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Five gay men, out to make over the world—one straight guy at a time.
First the TV sensation of the season, soon the companion book every man needs...

**OFFICIAL TIE-IN BOOK FOR
QUEER EYE FOR THE STRAIGHT GUY
TO BE PUBLISHED BY
RANDOM HOUSE, INC.'S CLARKSON POTTER**

NEW YORK, Aug. 28, 2003 —Clarkson Potter/Publishers, the leader in lifestyle books, has acquired world rights to publish the official book from the runaway successful new television series *Queer Eye for the Straight Guy*, broadcast weekly on the Bravo cable and NBC-TV networks. Produced by Scout Productions, the series was created by David Collins, who is gay, and developed by David Metzler, a straight man—a union of sensibilities that gives the show the depth, humor, and edge that has made it an immediate national cultural phenomenon.

Each week, its stars, five gay men known as the “Fab 5,” do a complete makeover of the lifestyle of a straight man. The “Fab 5” are Carson Kressley (fashion), Ted Allen (food and wine), Thom Filicia (interior design), Kyan Douglas (grooming), and Jai Rodriguez (culture).

QUEER EYE FOR THE STRAIGHT GUY: THE FAB 5'S GUIDE TO LOOKING BETTER, COOKING BETTER, DRESSING BETTER, BEHAVING BETTER, AND LIVING BETTER is scheduled to be published in early 2004 to coincide with the launch of the series' second season, it was announced today by Lauren Shakely, Senior Vice President and Publisher, Clarkson Potter/Publishers. Chris Pavone, a Senior Editor at Clarkson Potter, made the acquisition from Endeavor. Clarkson Potter/Publishers is an imprint of Random House, Inc.'s Crown Publishing Group division.

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QUEER EYE FOR THE STRAIGHT GUY: THE FAB 5'S GUIDE TO LOOKING BETTER, COOKING BETTER, DRESSING BETTER, BEHAVING BETTER, AND LIVING BETTER will offer the stars' edgy yet adaptable advice on turning any guy from drab to fab. The book will be filled with color photographs of the five and their astounding makeovers, and the text will more than convey their unique collective and individual taste, sensitivities, and personalities.

Queer Eye for the Straight Guy premiered on Bravo on July 15th and was an instant colossal hit for the network, scoring its highest rating ever among adults ages 18-49. The series has since maintained its ratings momentum on Bravo and gained millions of additional viewers on NBC-TV in the Thursday "Must See TV" 30-minute primetime spot following "Will & Grace" and later with one hour episodes in the timeslot usually occupied by "ER."

"From the minute we first saw the on-air promotions on Bravo for *Queer Eye* we wanted to publish a book with the Fab Five," said Lauren Shakely. "Just like our many authors who have enabled Clarkson Potter to become the preeminent publisher of lifestyle books these past twenty years, they have a unique freshness and energy and a cutting-edge expertise. Plus, they are tremendously funny. The show is an ideal combination of entertainment and information: the perfect balance to turn into a great book."

According to Executive Producer David Collins, "As we branch out and develop different projects related to our show, it is important to us at Scout that we find partners with sensibilities similar to our own. We are thrilled to have found Clarkson Potter/Publishers, a collaborator that brings a terrific vision and style to this book series. While our 'Fab 5' appear in millions of homes once a week, this book brings our arbiters of style into homes on a more permanent basis."

The subsidiary rights department of the Crown Publishing Group will sell the North American first and second serial and book club rights for the title and offer the book for international publication. Audio book rights are held by the Random House Audio Publishing Group.

As an independent film and television production company, SCOUT is dedicated to pushing the envelope of creativity and imagination while committed to the highest possible production values. The management team translates the seasoned experience of SCOUT into a premiere creator of content for television, film and new media markets. Challenging audiences with what they see and how they see it, SCOUT has become, quite simply, the evolution of media.

Clarkson Potter, an imprint of the Crown Publishing Group, is the market leader in beautifully illustrated books about cooking, gardening, fashion, beauty, and interior design. Its authors include Ina Garten, Martha Stewart, Mario Batali, and Chris Casson Madden, and it has built successful ongoing book programs with the Pillsbury Company and the world-renowned Moosewood Collective.

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