

Knopf Publishing Group

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1745 Broadway New York, NY 10019

Telephone: (212) 572-2104

Fax: (212) 940-7307

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FOR IMMEDIATE RELEASE:

VINTAGE ESPAÑOL CELEBRATES TENTH ANNIVERSARY

Expands Publishing Program and Names a New Director

After a decade-long commitment to the U.S. Spanish book market and on the heels of publishing two of the year's biggest books—MEMORIA DE MIS PUTAS TRISTES by Gabriel García Márquez and MI VIDA by Bill Clinton—Vintage Español today announced plans to significantly expand the range of its publishing activity beginning in 2005. At the same time, a new position has been created to oversee the expansion. The announcement was made by Anne Messitte, Publisher of Vintage/Anchor Books.

"The expansion of Vintage Español into a full-spectrum publisher, supported by the industry's only dedicated Spanish-language sales force, will enable us to reach more readers in the Hispanic marketplace than ever before," said Ms. Messitte. "That is why I am happy to announce the appointment of Milena Alberti-Perez to the newly created role of Director of Spanish Language Publishing at Vintage Español. Milena's mandate is to broaden the scope and reach of Vintage Español through new title acquisition, marketing initiatives, media partnerships, and direct outreach to Spanish-language readers."

Ms. Alberti-Perez joined Bertelsmann in 2001 as Director, Business Development, and in 2002 was named Director, Corporate Development for Random House, Inc. In both positions, her focus was on expanding their Hispanic marketing effort and outreach.

"There is a tremendous opportunity for our company to increase its presence in the Hispanic marketplace," said Ms. Alberti-Perez, "as we broaden the Vintage Español program to include commercial fiction, best sellers in translation, and a wide array of nonfiction titles, including books on health, diet, parenting, spirituality, self-help, and personal finance. Working in partnership with an exceptional and experienced sales team led by Carlos Azula, Vice President and Director of Foreign Language Sales, Random House, Inc., we will have an unprecedented focus on developing opportunities of sale and on providing books for all kinds of readers."

Vintage Español is Random House, Inc.'s leading imprint in the U.S. Spanish-language book market and with this expansion will now offer books in a variety of formats to meet the needs of a diverse and growing retail base. "Milena brings a keen understanding of the U.S. Hispanic market to Vintage Español," remarked Ms. Messitte. "She has tremendous energy and a passion for what she does, and she recognizes the publishing opportunities that lie ahead for our company."

Ms. Alberti-Perez was born in Peru of Chilean parents and raised in Washington, D.C. She is fluent in Spanish, and she has degrees in economics and Latin American studies from the University of Pennsylvania and an MBA from Harvard.

Vintage Español is an imprint within the Knopf Publishing Group, which is a division of Random House, Inc.

CONTACT: Paul Bogaards, Senior Vice President, Executive Director of Publicity, Promotion and Media Relations (212-572-2177)

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