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NEWS

The Experiment Launches as New Trade Book Publisher

(Wednesday, April 8, 2009) FOR IMMEDIATE RELEASE — **Matthew Lore**, a 20-year publishing veteran, announced today that he has launched **The Experiment, LLC**, a new trade publishing company focused on practical nonfiction in the areas of health, nutrition, fitness, psychology, relationships, self-help, parenting, sexuality, science, and the environment. The company publishes its inaugural list this fall 2009 with six books, including *Roots of Empathy: Changing the World Child by Child*, by leading Canadian social entrepreneur **Mary Gordon**, and *Screw Cupid: The Sassy Girl's Guide to Picking Up Hot Guys*, by first-time author **Samantha Scholfield**.

On starting up his own publishing company, Lore says, “I admire many people in the book business, but those I admire the most are other independent publishers. So having worked in other people’s publishing companies for twenty years, I’m excited to set out, with two partners, as a new independent publisher. We’re called The Experiment because every book is a test of new ideas and because the curiosity and clear-headed thinking that characterize scientific experimentation are more crucial in publishing now than ever before.”

Lore is joined by **Peter Burri**, general partner, who has 16 years of experience in finance and operations with many publishing and book distribution companies. “Peter’s financial and operations expertise is the perfect complement to my own marketing, editorial and publishing background,” Lore says, “and he has already been essential to our establishing a running start.”

The Experiment’s adviser and principal investor is **Richard Gallen**, whose publishing career began in 1961 and who has been an attorney and investor in the book industry for more than 40 years. He has been closely involved in the publication of dozens of influential and successful books, and he has been a co-founder or investor in more than a dozen companies, including Tor Books, Publishers Group West, Grove Press (now Grove/Atlantic), and Carroll & Graf, among many others. “Although I had heard Richard Gallen’s name for years,” Lore says, “once I met him I discovered that he has that priceless knowledge and perspective that only accrue over time—and in Richard’s case, over the last forty years starting and building independent

BECAUSE EVERY BOOK IS A TEST OF NEW IDEAS

publishing companies. I couldn't resist the opportunity to work alongside and learn from him." "I am very hopeful about our prospects," Richard Gallen says. "We ain't doing this to lose."

The Experiment's distribution partner domestically and internationally is **Publishers Group West (PGW)**, the nation's leading distributor of independent publishers, based in Berkeley, Calif., and part of the Perseus Books Group. "Matthew has the respect of everyone at PGW for his amazing track record acquiring and publishing books that inform and improve people's lives," says **Susan Reich**, president of PGW. "We are delighted to be distributing books for his new company." **Publishers Group Canada** is distributing The Experiment's books in Canada.

Other key colleagues of The Experiment's are three publishing veterans: **Rose Carrano** of Rose Carrano Public Relations, who brings to The Experiment more than twenty-five years of big-house and independent publicity experience; **Betty Anne Crawford**, founder of Books Crossing Borders, who is handling foreign rights; and **Pauline Neuwirth** of Neuwirth & Associates, overseeing production and printing. "Our scale is intimate," Lore says, "but especially thanks to Rose, Betty Anne, and Pauline's know-how and hard work, our books will be far-reaching."

Prior to founding The Experiment, Matthew Lore acquired, edited, and/or published more than four hundred nonfiction books, both during his decade overseeing the Avalon Publishing Group's Marlowe & Company imprint and then, following the Perseus Books Group's acquisition of Avalon in 2007, as VP, executive editor at Da Capo Press/Da Capo Lifelong Books. In those positions he acquired and published such category-leading titles as the *New York Times* and million-plus-copy bestseller *The New Glucose Revolution* by Dr. Jennie Brand-Miller, Isa Chandra Moskowitz's *Vegan with a Vengeance*, Dr. Gordon Livingston's *Too Soon Old, Too Late Smart*, Gretchen Becker's *The First Year: Type 2 Diabetes*, Anneli Rufus's *Party of One: The Loners' Manifesto*, and Lana Castle's *Bipolar Disorder Demystified*.

In addition to *Screw Cupid* and *Roots of Empathy*, The Experiment's inaugural fall 2009 list includes UK journalist and author **Andrew Martin**'s *How to Get Things Really Flat: Enlightenment for Every Man on Ironing, Vacuuming and Other Household Duties*; husband-wife cook-writer duo and gluten-free bloggers **Kelli Bronski and Peter Bronski**'s *Artisanal Gluten-Free Cooking*; popular blogger and baker **Alicia C. Simpson**'s *Quick and Easy Vegan Comfort Food*; and **Arto der Hartounian**'s *Vegetarian Dishes from Across the Middle East*, a cookbook with a devoted following recently brought back into print in the UK and being published in North America for the first time.

For more information about The Experiment, please contact Matthew Lore or Rose Carrano or visit www.theexperimentpublishing.com.