

# **RECORDED BOOKS, LLC**

## **PRESS RELEASE**

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FOR IMMEDIATE RELEASE

### **RECORDED BOOKS AND BEST ALTERNATIVES, INC. SIGN DISTRIBUTION AGREEMENT FOR NORTH AMERICAN PUBLIC LIBRARY MARKET**

Prince Frederick, MD, and Westport, CT – August 15, 2005 -- Recorded Books, the world's premier publisher of unabridged audiobooks since 1979 and a Hights Cross Communications company, has signed an exclusive agreement with Best Alternatives, Inc. (BAI), based in Westport, CT, to distribute a new series of television programs entitled Health Choices.

Health Choices is a series of television specials that provides important health content that informs and educates. With its documentary reportorial format, Health Choices appeals to a broad demographic and is a valuable source of health information. Recorded Books will distribute Health Choices to public libraries in the United States and Canada. The companies said the agreement includes video, DVD, CD-ROM, and digital on-demand distribution of Health Choices. Recorded Books will begin distributing Health Choices immediately.

Brian Downing, Recorded Books' Publisher, said: "This agreement represents a continuing commitment to broaden our product offerings for public libraries. Health Choices captures the complex medical issues of illness, and as a result provides insights to patients, caregivers, and the medical community as well as the general layperson. Its high quality product complements Recorded Books' rich library of unabridged audio books. As we continue to broaden our multimedia offerings for public libraries, we will leverage our highly trained sales and service teams and relationships with our extensive public library customer base."

Best Alternatives President, Gary Nenner, commented: "I believe this distribution channel will be able to give new viewers of our product a clearer understanding of the many health issues that concern them. The programs not only explore the science behind the medicine but also the social and economic issues by following peoples' compelling personal stories as they learn to cope with their illness."

**About Best Alternatives:**

Best Alternatives, Inc. (BAI), producer of *Health Choices*, is a non-profit corporation specializing in independent video production, marketing and public relations, providing original and repeat quality programming to public television stations nationwide, cable networks, and health-related internet sites. For more information, visit [www.healthchoicesonline.com](http://www.healthchoicesonline.com).

**About Recorded Books:**

Recorded Books was founded in 1979 and is the world's largest independent publisher of unabridged audiobooks. Recorded Books provides unabridged books on cassette and CD for consumer markets, libraries, and schools. For more information, visit [www.recordedbooks.com](http://www.recordedbooks.com).

**About Hights Cross Communications:**

Founded in 1997 and based in White Plains, NY, Hights Cross is a leading developer and publisher of products for the kindergarten through twelfth grade, or K-12, supplemental education, library, and medical education markets. Hights Cross imprints include: Sundance/Newbridge Educational Publishing (Northborough, MA), Triumph Learning (New York, NY), Buckle Down Publishing (Iowa City, IA), Options Publishing (Merrimack, NH), Recorded Books (Prince Frederick, MD), and Oakstone Publishing (Birmingham, AL). For more information, visit [www.hightscross.com](http://www.hightscross.com).