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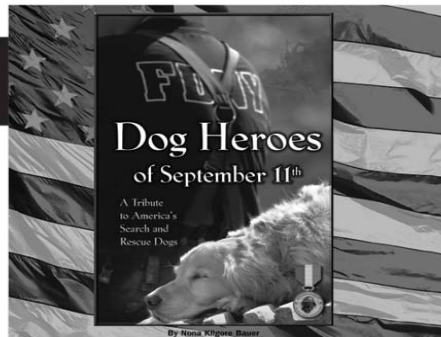
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3 Burroughs
Irvine, CA 92618
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(949) 855-8822

A Canine Tribute

Author Signing

Meet the Unsung Heroes



Patriots come in all species

Kennel Club Books is partnering with the National Disaster Search Dog Foundation on this book.

Come to booth 3528 Saturday afternoon to meet and have your photo taken with an actual search and rescue dog!

Have the author, Nona Kilgore Bauer, sign a copy Saturday, May 20th at Table 11 from 12:00-12:30

August 2006/ \$29.95/ 232 pages
Hardcover with jacket
Full-color photographs
1-59378-999-8

Kennel Club Books®
An Imprint of BowTie Press
www.kennelclubbooks.com

Visit us in booth 3528!
Available to the Trade
through CDS

editor's note

Visit Us at BEA!

Dear Bookseller,

We're looking to capitalize on the opportunity to meet you, the bookseller, while we visit our nation's capital at BEA this month!

Last year we were pleased with the success of our national pet best-seller *The Original Dog Bible*. This year we're equally thrilled to debut three new titles from our imprint Kennel Club Books.

Dog Heroes of September 11th is a sobering and uplifting look at the canine heroes that were on the scene to assist after the tragic events of that day. More than 70 handlers were interviewed to discuss the intense bond with—and dedication of—these dogs. (See above for information on author auto-graphing session.)

Also from Kennel Club Books is the first pair of titles from the Designer Dog series—starting off with *Labradoodle* and *Cockapoo*. These dogs with funny names are among the latest dogs we are proud to call everyone's best friend!

BowTie Press, too, has several titles we're pleased to share with you for fall including the second entry in our Coast to Coast series—*Horse Trails Coast to Coast*. Designed for travelers who own horses or want to rent them for the day, *Horse Trails* gives regional breakdowns of the best trails in the United States.

Lizards is the first title in the Beginning Vivarium Systems series and is aimed at readers ages 8-13. Did you know

lizards are "far more popular" in households with one or two children, representing 28% of reptile owners with children? (Source: 2005-2006 American Pet Product Manufacturers National Pet Owners Survey.)

Other fall titles coming up include *Puppies* and *Kittens*. Nipping at the heels of *Goats* is *Beef Cattle*, the latest in our Hobby Farms Press imprint.

One of the "stars" from 2005 that continues to shine brightly is *Hollywood Hoofbeats: Trails Blazed Across the Silver Screen*. With her background in movies and horses, no one is better able to tell the stories behind the silver screen than author Petrine Day Mitchum. (For information on the book signing, see page 4.)

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Dog Heroes of Sept. 11th
Editor's Note

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BEA Events
Dog Heroes of Sept. 11th

catalog

New for Fall 2006

back matter

Hollywood Hoofbeats

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BEA EVENTS**BowTie Booth # 3528****THURSDAY**

Hollywood Hoofbeats author Petrine Day Mitchum will sign books on Capitol Hill for the Horse Protection Caucus as part of an exclusive promotion with the American Humane Association.

FRIDAY**BOOK SIGNING**

Petrine Day Mitchum;
Hollywood Hoofbeats
12-12:30 pm
Table 16

SATURDAY**BOOK SIGNING**

Nona Kilgore Bauer;
Dog Heroes of September 11th
12-12:30 pm
Table 11

SUNDAY**BOOK SIGNING**

Diane Morgan & John Warner;
Award Winning Dog Dictionary
11-12 pm
In booth

MORE INFO

For information about our event at the National Press Club during BEA weekend, contact eanderson@bowtieinc.com

FREE PRODUCTS DRAWING

Stop by our booth for a chance to win a complimentary subscription to a BowTie magazine such as *Cat Fancy* or *Dog Fancy*.

DAILY BOOTH GIVEAWAYS

Friday: *Hollywood Hoofbeats* popcorn
Saturday: Bejeweled American flag dog tags
Sunday: A great tote bag to carry all your new stuff!

HONOR OUR FOUR-LEGGED HEROES

The images of destruction and the feelings of loss that accompany the mention of September 11th are ever-present in the national consciousness. Often forgotten, however, are the images of recovery and the stories of hope that capture the resilience and transcendence of the American people.

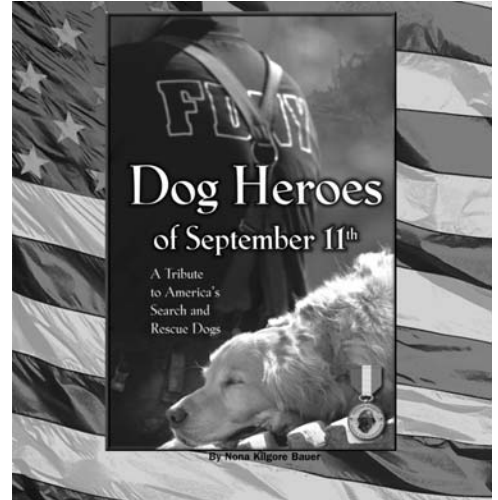
Dog Heroes of September 11th, by award-winning author Nona Kilgore Bauer, is a chronicle of 78 search and rescue (SAR) teams that responded in America's time of need.

Bauer embarked on a difficult journey to locate and interview the canine search and rescue teams that responded to the September 11th tragedy. The resulting narrative includes those teams deployed to the World Trade Center, Pentagon, and Fresh Kills Landfill. Many of these teams were among the first responders to the biggest attack on American soil to date, and their vivid accounts of the aftermath are heartrending and unexpectedly uplifting.

Beautifully written, the book includes not only the personal stories of the search and rescue teams but also a history of canine search and rescue, details on the complex work of the SAR dog, and information about the awards and honors given to our dog heroes.

For this special commemorative edition, being released for the 5th anniversary of 9/11, Kennel Club Books joins with the National Disaster Search Dog Foundation. A portion of the proceeds from this book will benefit the NDSDF and its vital work in protecting and preserving our nation.

The book is already gaining press. *Publishers Weekly*



featured the cover of *Dog Heroes of September 11th* in their Jan. 23, 2006 issue as part of their spring preview, and C-SPAN's Book TV has already requested a review copy.

In addition, we've hired an outside publicist to promote the book and ensure that *Dog Heroes of September 11th* and the

NDSDF gain national media coverage. The publicity is off to a great start and will only expand with an author signing and a real dog hero appearance at BEA.

Postcards and bejeweled American Flag dog tags will be distributed at BEA and to various retailers, and a four-color blad will be included in a Booksense whitebox mailing in August.

The book will also be supported through an advertising campaign in consumer magazines, including *Dog Fancy*, *Dogs for Kids*, and *Dog World*, and in trade publications such as *Dogs In Review*, *Pet Product News*, and *Veterinary Practice News*.

With memorable stories, interesting histories, and emotional photos, *Dog Heroes of September 11th* is a tribute to the unsung heroes of search and rescue that will capture the hearts of readers everywhere.

—Kit Patterson





NEW FOR FALL 2006



Beginning Vivarium Systems: Lizards



Lizards, the first entry in this series, is written for youths 8-13! *Lizards* is an entertaining and informative book on caring for these scaly pets. Includes fun stickers!

Russ Case
ISBN 1-882770-91-9, \$9.95
Paperback, 120 pages, 5.5 x 8.5

Advanced Vivarium Systems: Geckos



Geckos presents vital information, including housing and feeding tips. This book covers these intriguing and wildly popular lizards for gecko keepers of all experience levels.

Edited by Julie Bergman
ISBN 1-882770-83-8, \$9.95
Paperback, 120 pages, 5.5 x 8.5

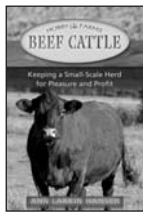
Horse Trails Coast to Coast



Horse Trails is a travel guide to national and state parks, recreation areas, and wherever there are great places to go horseback riding.

Vicki Hogue-Davies
1-931993-75-0, \$24.95
Paperback with flaps, 312 pages, 6 x 9

Hobby Farms: Beef Cattle



With detailed charts, a comprehensive glossary, fun tips and trivia, this companion edition to *Hobby Farm* instructs both new and seasoned cattle farmers on how to care for their herd.

Ann Larkin Hansen
ISBN 1-931993-68-8, \$14.95
Paperback, 160 pages, 6 x 9

Simple Solutions: Leash Training



Proper leash training opens doors for the disciplined dog. This book shows owners how to avoid common leash entanglements and incidents.

Kim Campbell Thornton
ISBN 1-931993-79-3, \$6.95
Paperback, 64 pages, 7.5 x 5.5

Simple Solutions: Socialization



Learn how to virtually eliminate behavioral problems that inhibit a dog's ability to be around people and other animals.

Kim Campbell Thornton
ISBN 1-931993-78-5, \$6.95
Paperback, 64 pages, 7.5 x 5.5

Aquamaster: Marine Aquariums



The latest in the Aquamaster series provides easy-to-follow tips on beginning the fascinating journey of setting up and maintaining a beautiful marine aquarium.

Tim Hayes, Tristan Lougher, & Dick Mills
ISBN 1-931993-82-3, \$9.95
Paperback with flaps, 96 pages, 6 x 8.25

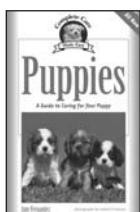
Aquamaster: Pond Plants



This book offers instructions and illustrations for beautifying the ideal garden pond with the appropriate foliage and care.

Derek Lambert, Graham Quick, & Philip Swindells
ISBN 1-931993-81-5, \$9.95
Paperback with flaps, 96 pages, 6 x 8.25

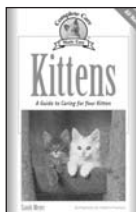
Complete Care Made Easy: Puppies



From where to get a puppy to how to prepare a home for a new friend, *Puppies* is filled with helpful tips on life with a puppy and includes a useful glossary on all terms pup.

Amy Fernandez
ISBN 1-931993-76-9, \$9.95
Paperback, 168 pages, 5.5 x 8.5

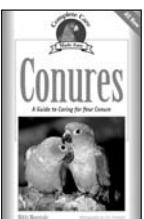
Complete Care Made Easy: Kittens



Learn about kitten behavior—and why kittens can't be treated as just tiny cats. *Kittens* is filled with tips on choosing and nurturing your fluffy friend and maintaining a long and loving relationship.

Sandy Meyer
ISBN 1-931993-77-7, \$9.95
Paperback, 160 pages, 5.5 x 8.5

Complete Care Made Easy: Conures



Conures profiles several commonly available species and is filled invaluable information on buying, caring for, and training these colorful companions.

Nikki Moustaki
ISBN 1-931993-93-9, \$9.95
Paperback, 168 pages, 5.5 x 8.5

Complete Care Made Easy: Lovebirds



With helpful details on buying, caring for, and training these popular parrots, *Lovebirds* covers everything from behavior and housing to health and nutrition.

Nikki Moustaki
ISBN 1-931993-92-0, \$9.95
Paperback, 168 pages, 5.5 x 8.5

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BACK *matter*

Volume 4. Issue 2. Summer 2006

a quarterly newsletter

Page Four

*behind the book***News Coverage**

11/10/05: *Hollywood Hoofbeats* launches at the **Gene Autry Museum**. Authors Petrine Day Mitchum and Audrey Pavia sign copies of the book, which sold out by the end of the night. The event included a reception, author Q&A session, and a screening of the Gene Autry film, "The Bells of Capistrano."

11/15/05: Petrine Day Mitchum reads and signs at **Dutton's in Beverly Hills**.

3/23-26: Author Mitchum joins actress Parker Posey and former president of American Film Institute Jean Firstenberg as a special guest at the **Robert Osborne Film Festival** at the University of Georgia, where Mitchum signed copies of *Hollywood Hoofbeats*.

3/29: Petrine Day Mitchum shows film clips of great equine actors and trainers at the **Los Angeles Central Library** and discusses social attitudes toward animals during the early days of filmmaking with Karen Rosa, Executive Director, American Humane Association.

4/28: Petrine Day Mitchum and Audrey Pavia sign at **Barnes & Noble** in Santa Clarita, California, in conjunction with the Cowboy Poetry & Music Festival.

4/29: Mitchum attends the **Los Angeles Times Festival of Books**.

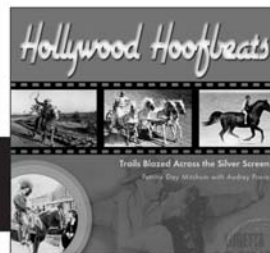
Publishers Weekly says "Identifying horses in films ranging from Westerns to romantic comedies, Petrine Day Mitchum tells their stories in encyclopedic detail ... Animal lovers in particular will enjoy the tricks of the trade Mitchum discusses."

"A delightful history of movie horses—and the men who rode 'em."

—**Army Archerd, Daily Variety**

"Petrine Day Mitchum redresses that situation in her meticulously researched, beautifully illustrated book *Hollywood Hoofbeats* (BowTie Press, 2005), which documents and celebrates equine contributions to the cinema."

—**Barnes & Noble.com**

Lights, Camera, Action!

As Seen in: *Publishers weekly, Daily Variety, Horse Illustrated, Barnes & Noble Web site, and Turner Classic Movies Web site*

"*Hollywood Hoofbeats* is packed with information, but it's also a great read."
—Leonard Maltin, film critic

Author Signing!

Meet the author, Petrine Day Mitchum,
on Friday, May 19th at Table 16 from 12:00-12:30

\$39.95 216 pages
Hardcover with jacket
Full-color photographs
1-931993-38-6

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To get a good look at our newest titles as well as the best of our backlist, be sure to visit us in Booth #3528 and pick up our new catalog. While you're visiting, enter our drawing to win a free copy of *Horse Racing Coast to Coast*—a state-by-state guide to the most interesting racetracks and attractions around the country.

We look forward to seeing you at BEA. As always, we thank you for your continued support. If you have any questions before the show, feel free to e-mail me at banderson@bowtieinc.com. We look forward to meeting you and introducing you to both BowTie Press books and members of the team.