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FOR IMMEDIATE RELEASE

The Cadence Group Contact: Amy Collins MacGregor
amacgregor@thecadencegrp.com 518-391-2300

The Cadence Group Announces *NEW SHELVES DISTRIBUTION PROGRAM*

NSD PROVIDES PUBLISHERS WITH BETTER METHOD FOR FULFILLMENT, SALES AND MARKETING

(Troy, NY) The Cadence Group (TCG) is thrilled to announce the launch of *NEW SHELVES DISTRIBUTION*—a new and better method for fulfillment, sales and marketing. The program, which is now available, combines warehousing and fulfillment services with sales and marketing. “TCG has offered sales and marketing services since we opened in 2006,” says Vice President Bethany Brown. “This new program now adds a full service fulfillment option to the smaller and mid sized publisher. We provide warehousing and fulfillment to all the major wholesalers and retailers and then national, regional and/or on-line sales programs are created and executed for each title. This program is being offered as a less expensive and less constricting way to distribute books.”

“We wanted to do this right,” says TCG President, Amy Collins MacGregor. “We saw the need for an alternative to the traditional distribution options available for small presses today, but wanted to make sure we could launch this program properly. The *NEW SHELVES* program provides publishers with a wide range of options. We can offer stand-alone fulfillment or we can combine fulfillment with a cost-effective sales and marketing program to all publishers.”

The Cadence Group has hired a full-time National Sales Manager, Tom Galvin, to handle their new program and added a Customer Service Department to better serve their publisher clients. All inquires regarding the *NEW SHELVES* program can go to services@newshelvesdistribution.com or 518.391.2300.

About The Cadence Group: The Cadence Group is a professional design, editorial, sales and marketing, and project management provider for the book and publishing industry. They provide

authors, publishers, and small presses with the guidance necessary to create market-ready, professionally designed books. Their goal is to help others realize their full potential in the retail and wholesale marketplace.

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