



book group expo®

For Immediate Release

June 17th & 18th San Jose Convention Center

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Book Group Expo and ApplauseCast Partner to Bring Podcast to Book Lovers Event

San Jose, CA – May 15, 2006 – Book Group Expo and ApplauseCast today announced they are joining forces to offer avid readers access to a series of author panel discussions, interviews and unique salon formats via podcasts from presentations at the upcoming Book Group Expo on June 17 and 18, at the San Jose Convention Center in San Jose, CA.

Book Group Expo is a first-of-its-kind event bringing together people who love books – avid readers, acclaimed authors, book club participants, reading group members, up-and-coming writers, booksellers, and book group experts— all in one place. During the course of two days, participants can do all the things that make life so rich: talk, eat, drink, make new friends, create a community, celebrate the arts, and devote themselves to their passion for books. Beyond the usual “book fair” event, Book Group Expo offers the opportunity to meet over 50 authors including Amy Tan and Khaled Hosseini, in a more intimate setting as well as participate in discussions about books and book groups.

ApplauseCast is a premium provider of high quality content delivered on platforms such as podcasts, video podcasts, and film. ApplauseCast focuses on World Music, World Literature and World Fashion.

“We can't think of a more natural partnership than this one with ApplauseCast,” said Ann Kent of Book Group Expo. “We have such a host of talented authors scheduled for the June event and we want to be certain to allow others access to “hear” the conversations as well. These podcasts will be the *next best thing to being there* – or a reminder of the great conversations that happened when the participant was in the audience. Book Group Expo creates a place and setting that helps book groups and readers connect and have conversations and providing access after the event was a perfect marriage.”

“We are thrilled to be working with Book Group Expo and podcasting from their upcoming event,” said Steve Marra of ApplauseCast. “Book Group Expo is a wonderful opportunity to provide listeners access to notable authors and Book Group Expo is the ideal partner to kick this off.”

About Book Group:

Founded by Ann Kent and James P. Reber, Book Group Expo is an innovative experience bringing together book lovers and authors in an intimate and conversational way. To learn more about book group expo, or to purchase tickets, visit www.bookgroupexpo.com. Tickets are also available by calling 800-838-3006. Proceeds from this event will benefit Bring Me A Book Foundation (www.bringmeabook.org).

About ApplauseCast:

ApplauseCast provides high quality content in the area of World Music, World Literature and World Fashion. This content is available on podcasts, video podcast and film. Visit www.applausecast.com Media contact: Steve Marra (650) 400-3929; srmarra@sbcglobal.net

