

## ALTEN ENTERTAINMENT

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9447 Coventry Lake Ct. / West Palm Beach, FL.33411 PH. 561-798-0844 E-mail: [MEG82159@aol.com](mailto:MEG82159@aol.com)

### LETTER of REFERENCE

To Whom It May Concern:

My name is Steve Alten and I am the *N.Y. Times* best-selling author of seven novels. I have worked with no less than a dozen publicists since my first novel, MEG, hit best-seller lists in 1997 and have been frustrated by the mixed results and wasted dollars spent. For my eight novel, THE SHELL GAME, I hired Ascot Media Group to do a viral internet blitz. The results have been incredible.

Ascot targeted websites, blogs, and organizations that believe in the message of The SHELL GAME. They received requests for advanced reading copies from over 300 groups representing tens of thousands of supporters. A month prior to the book's release, the publisher presold 37,000 of the 40,000 first prints. During the first month of its release, The SHELL GAME hit numbers 33 and 31 on the NY Times best seller list.

In addition to the viral campaign, Ascot targeted the media in the thousands, resulting in radio and television interviews that also helped push me on to the NY Times best seller list.

I highly recommend Ascot Media to anyone looking for a big return on their advertising buck.

Steve Alten, Ed.D.  
[www.SteveAlten.com](http://www.SteveAlten.com)  
04/02/08