

FOR IMMEDIATE RELEASE
MAY 20, 2008

For More Information, Contact: Ellen Reid, 805-569-7077, email:
bookshep@mac.com

2008 NATIONAL INDIE EXCELLENCE AWARDS ANNOUNCES
WINNERS & FINALISTS!

Beverly Hills, CA (May 15, 2008) - Moving into its second successful year and gaining considerable industry attention, The National Indie Excellence Awards, <http://www.indieexcellence.com>, an annual competition designed to champion independent publishers and the phenomenal products they produce, is proud to showcase over 200 winners and finalists in over 65 categories in its 2008 competition.

The National Indie Excellence Awards (NIEA) is owned by Ellen Reid, the founder of Ellen Reid's Book Shepherding™, <http://www.bookshep.com>.

Reid is a strong proponent of independent publishing and believes it is essential for smaller publishers and authors to have a prestigious platform to receive well-deserved recognition. The competition is judged by an independent panel of experts from all aspects - editing, marketing, publicity, and design - of the publishing industry. This year, the growing number of entries were received from as far away as Australia.

Reid says, "Why is it that in our world today, an independent film producer is a hero while an independent publisher is viewed as someone who couldn't get a 'real' publisher to take on his or her project? It's time to challenge that mind-set. As someone who walks the same path, I am delighted to announce the winners and finalists of the 2008 Indie Excellence Awards."

2008 Editor's Choice Winners include:

Grand Prize Winner: Lynne Eldridge M.D., author of "Avoiding Cancer One Day At a Time" (<http://www.avoidcancernow.com>) received a customized media campaign from Planned Television Arts (<http://www.plannedtvarts.com>).

First Prize Winner: Ken Beller and Heather Chase, authors of "Great Peacemakers: True Stories from Around the World" (<http://www.greatpeacemakers.com>) received a take-home package "The Wow Factor" with Lynn Rose (<http://www.lynnrose.com>).
Second Prize Winner: Susan Schaab (<http://www.susanschaab.com>), author of "Wearing the Spider" received an interview on NPR's "Beyond Words" with Frances Halpern on KCLU, 88.3 (<http://www.kclu.org>).

Honorable Mention Winners: Sourena Vasseghi, author of "Love Your Life and It Will Love You Back" (<http://www.loveyourlifeseminars.com>) and Megan Raphael and Jennifer Byron, authors of "The Courage Code. It's Yours. Break It. Own It. Use It." (<http://www.courageproject.com>) received a one hour of telephone book marketing with John Kremer (<http://www.bookmarket.com>).

A complete list of the winners and finalists of The 2008 National Indie Excellence Awards are available online at <http://www.indieexcellence.com/indie-results.htm>

Reid and The National Indie Excellence Awards will be in Booth 851 at BookExpoAmerica, <http://www.bookexpoamerica.com>, at the Los Angeles Convention Center, from May 30th through June 1.

Ellen Reid is available for television, radio, and press interviews to talk about The National Indie Excellence Awards. Contact 805-569-7077 or bookshep@mac.com for schedule availability. The company headquarters are located at 269 South Beverly Drive, Suite #1065, Beverly Hills, CA 90212 with a satellite office in Montecito, CA.

For more information about Ellen Reid's Book Shepherding services please visit: <http://www.bookshep.com>. For more information on The National Indie Excellence Awards, visit: <http://www.indieexcellence.com>.