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Contact: Rob Colding
(609) 654-6500, ext. 330
rcolding@infotoday.com

***Boardwalk Empire* a *New York Times* Best Seller**

October 15, 2010, Medford, NJ—*Boardwalk Empire: The Birth, High Times, and Corruption of Atlantic City* is debuting on the *New York Times* paperback nonfiction best seller list on October 17.

Written by first-time author Nelson Johnson and published by a small, independent New Jersey regional press, *Boardwalk Empire* was tapped by Martin Scorsese and Terence Winter as the inspiration for their hit HBO TV series of the same name.

After printing fewer than 5,000 copies of *Boardwalk Empire* in 2002 and selling just 10,000 copies through 2009, Plexus Publishing, Inc. has been challenged to keep up with demand in the wake of the series' record-setting popularity. The publisher printed an additional 85,000 copies in September alone.

"We are certainly very proud to have our first *New York Times* best seller," said Plexus President and CEO Thomas H. Hogan, "and it is even more rewarding for us to reach that milestone with this particular title. Nelson Johnson's account of the crime and corruption that shaped the history of Atlantic City is a project we've believed in from the beginning."

Plexus was first approached about the film rights to *Boardwalk Empire* in 2006. "When we were told that Mark Wahlberg and Stephen Levinson were interested in producing a primetime series for HBO based on our book, we were excited, but only cautiously optimistic," Hogan said. "Hundreds of books are optioned every year, but relatively few make it to the screen, let alone become major success stories." The series premiered on HBO on September 19 and was watched by an estimated 7.1 million viewers that evening.

According to the publisher, the tie-in edition of *Boardwalk Empire* that is currently on the *New York Times* list includes a foreword by series executive producer, writer, and creator Terence Winter; more than 35 photos of the cast and set; and a new afterword by author Nelson Johnson. The book is nationally distributed to the book trade by Independent Publishers Group (IPG).