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Phenix & Phenix Selected for Chicken Soup for the Soul Publicity

Iconic brand, literary publicity firm ink agreement

AUSTIN, Texas – September 2, 2008 - Chicken Soup for the Soul Publishing, LLC announced today a long-term partnership with Phenix & Phenix Literary Publicists to manage publicity efforts for the brand, which has sold more than 112 million books with titles translated into 40 languages since 1993.

Already garnering millions of impressions through top media outlets each month, Phenix & Phenix Literary Publicists will expand national publicity initiatives for the series, launching upcoming Chicken Soup for the Soul titles and leading its corporate branding.

“We are honored to welcome such an iconic brand to our roster and look forward to working with our media contacts to build an even larger platform for future Chicken Soup for the Soul titles,” said Rusty Shelton, Managing Director of Phenix & Phenix.

“As Chicken Soup for the Soul enters its 15th year we are more excited than ever about bringing life improvement to tens of millions of people around the World through our stories,” said Robert Jacobs, President and Chief Operating Officer of Chicken Soup for the Soul. “Phenix and Phenix will help us tell the world about our expansion and new development plans that involve TV and DVD production and a new Chicken Soup for the Soul Internet site that will be unveiled in the months ahead.”

This year marks the 15th anniversary of the release of the first Chicken Soup for the Soul book, which *USA Today* recently named among the five most memorable and impactful books in the last quarter century. This fall, Phenix & Phenix will promote new compilations in the “Our 101 Best Stories” line. In addition to the “Our 101 Best Stories” titles, other fall releases include *Teens Talk Getting In...To College*, *Teens Talk High School*, *Teens Talk Middle School*, *Divorce & Recovery*, *Empty Nesters*, *My Resolution* and *Living Catholic Faith*.

“P&P is founded on the premise that books changes lives, so our partnership with Chicken Soup for the Soul is naturally a great fit,” said Stephanie Mayabb, Manager of Media Relations. “We are thrilled to have been named their agency of record as they continue to inspire, support and motivate readers globally.”

About Chicken Soup for the Soul Publishing, LLC: Chicken Soup for the Soul Publishing, LLC, publishes all the latest titles in the famous Chicken Soup for the Soul book series which are distributed through Simon and Schuster, Inc. Since 1993, books in the Chicken Soup for the Soul series have sold more than 112 million copies, with titles translated into more than 40 languages. Chicken Soup for the Soul Publishing also licenses the right to use its famous trademark to high quality licensees through IMG, the world’s premier licensing agent. The company is currently implementing a plan to expand into all media, is working with TV networks on several TV shows and is developing a major Internet presence dedicated to life improvement, emotional support and inspiration. In 2007, USA Today named Chicken Soup for the Soul one of the five most memorable and impactful books in the last quarter century. For more information visit: www.chickensoup.com.

About Phenix & Phenix Literary Publicists: Phenix & Phenix Literary Publicists is one of the country’s most respected literary publicity firms. Founded in 1994, Phenix & Phenix has represented bestselling titles across every major genre, enjoys active relationships with many of the nation’s top publishing houses and has won several awards for cutting edge publicity campaigns. The company regularly books thousands of media hits each year, ranging from top outlets like “The Today Show” and *The New York Times* to local coverage around the country. More information can be found at www.phenixpublicity.com

For more information on this relationship or to request review copies of upcoming Chicken Soup for the Soul titles, please contact Tolly Moseley at (512) 478-2028 x213 or tmoseley@phenixpublicity.com.