

TARGETED NON-FICTION PERSONAL MEDIA VALET SERVICE AGREEMENT

THIS TARGETED NON-FICTION PERSONAL MEDIA VALET SERVICE AGREEMENT (“Agreement”) is made and entered into by and between the person identified below in the Targeted Non-Fiction Personal Media Valet Agreement Sign-off Section (“you”) and AuthorHouse, Inc. (“we” or “us”).

The parties acknowledge and agree that this Agreement becomes part of the Terms and Conditions (attached hereto as Exhibit A and incorporated by reference) with respect to the Work whose title is referenced in the Sign-off Section of this Agreement and pursuant to which we have agreed to distribute the Work and perform other Services as instructed and paid for by you. Capitalized terms not defined in this Agreement will have the meanings ascribed to such terms in the Terms and Conditions unless the context dictates otherwise.

I. Targeted Non-Fiction Personal Media Valet Services

In support of your efforts to promote and to sell the Work, we hereby agree to provide the following Targeted Non-Fiction Personal Media Valet Services to you over a period of sixty (60) days (collectively, the “Media Services”):

Our Publicity Coordinator will contact you to determine your needs and interests in promoting the Work.

We agree to provide thirty (30) personal contacts with targeted members of the media, including radio, television, magazine, and newspapers, as well as organizations and businesses to inform them of the Work and the availability of complementary review copies, interviews, guest appearances, or specific topic knowledge.

We agree to provide you with a professionally written press release that we will distribute to three hundred (300) targeted media outlets.

We agree to distribute the press release via our Newswire Plus service.

We agree to provide you with a copy of Your Voice in Demand.

We agree to place your Work in Front Page Initiative program for the sixty (60) days these Media Services are active.

We agree to provide you with two (2) Marketing Kits for personal marketing.

We agree to set you up with a professionally written review of your Work, as well as a fifteen (15)-minute radio interview.

We agree to provide you with fifty (50) “starter” press kits and an independent review of your Work. Press kits will include a one-page full-color “Sell Sheet,” a copy of your press release, and a bio sheet.

We agree to provide a weekly update regarding the results of the contact responses. You will be notified promptly following our receipt of an interview or guest appearance request. You are responsible for scheduling and facilitating such interviews or appearances.

II. Criteria for Targeted Non-Fiction Personal Media Valet Service

In order for your Work to qualify for Media Services, it must be a non-fiction title (poetry and fiction are not eligible) and it needs to be professionally edited by us. Professional editing for Media Services is defined as:

- Content Editing, or
- Expanded Copyediting

Your Work must also have a premium cover, which is defined as one of the following options:

- Exclusive Cover Design, or
- Custom Cover Illustration

In the case you wish not to use one of the premium cover Services or professional editing Services, we will review the

Work to assure it meets proper standards as determined by us. If such a review is required, we guarantee results within forty-eight (48) hours of submission for that review. If the Work does not qualify, we will notify you of what needs to be changed in order for the Work to become eligible.

In the event a Work is not eligible even with adjustments, we will still provide you with an assessment regarding other Services you may utilize for proper marketing.

We reserve the right to disqualify a Work from the Media Services if the Work's content is deemed to be libelous, defamatory, obscene, or otherwise offensive in nature. This includes any titles that contain pornography or hate speech, or that would be considered insensitive or offensive to religious or ethnic groups. Additionally, we will not promote any Work that has content which is deemed incoherent or nonsensical.

III. Guarantees and Requirements

We will use our commercially reasonable best efforts to gain media attention for the Work by virtue of providing the Media Services. In return, you will fully cooperate with us in our provision of the Media Services.

Notwithstanding the foregoing Section I, we make no guarantees or promises as to the minimum success of the Media Services or the amount of Work sales which may result from the Media Services, it being understood and agreed by you that we have no control over the purchasing decisions of the media or of consumers and will not be liable to you if the Work does not sell.

IV. Payment

You will pay to us the sum of Three Thousand, Nine Hundred and Fifty Dollars (\$3,950.00) upon your execution of this Agreement.

V. Remedies and Limitations

Your request for the Media Services and the performance by us of our obligations under this Agreement will be deemed to constitute "Services" as defined in the Terms and Conditions and all of the provisions of the Terms and Conditions will apply equally to this Agreement, including, specifically, without limitation, the provisions of Sections 2 (pertaining to representations of You), 3 (pertaining to limitations of liability), 4 (pertaining to indemnification and legal disclaimers), 6 (pertaining to limitation of remedies), 7 (pertaining to breach of default and termination), 9 (pertaining to waiver), 10 (pertaining to force majeure) and 13 (pertaining to governing law, arbitration and jurisdiction). Further, the provisions of the Terms and Conditions, to the extent they generally limit our liability and otherwise protect us from liability to you, will apply to any claims by you against us. In the event of any conflict between the terms of this Agreement and the Terms and Conditions, the Terms and Conditions will be controlling and take precedence.

VI. Transmission by Author; Acceptance by AuthorHouse; Acknowledgement by Author

You will be bound by this Agreement upon sending an executed original of this Agreement to us at our address noted in the Terms and Conditions. Alternatively, facsimile or electronic transmission to us by you of the executed version of this Agreement will have the same force and effect as the original and will constitute your agreement to be bound by this Agreement. As to us, this Agreement will be deemed accepted by, and binding upon, us at such time as we receive confirmation that full payment from you for the Media Services has been received and irrevocably credited to us. Any change or modification to this Agreement must be in writing and signed by both you and us.

By signing on the next page you acknowledge that you have read, understand and approve the terms of the foregoing Agreement and agree to be bound by its provisions. Please sign and return this Agreement via facsimile at 1-812-961-1023 or to your Author Services Representative.

Targeted Non-Fiction Personal Media Valet Service Agreement Sign-off

By signing on this page you acknowledge that you have read, understand and approve the terms of the foregoing Agreement and agree to be bound by its provisions.

Work's Title: _____

Legal Name of Author: _____

Signature of Author/Owner of Work: _____

Date: _____

Payment

___ I have enclosed a check or money order for the total amount (payable to "AuthorHouse").

___ Charge my credit card for the total amount, using the information below.

Credit Card Information: ___ Visa ___ MasterCard ___ Discover ___ American Express

Name on Card _____ Card Number _____

Expiration Date _____ Signature _____

Billing Address _____

Copy and either mail or fax Page 3 of this document to:

AuthorHouse
1663 Liberty Drive, Suite 200
Bloomington, Indiana 47403
Toll free: 888.519.5121
For Fastest Service Fax: 812.961.1023

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