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Press Release

Moo Press Expands into Keene Publishing

Illuminating Lives, One Book at a Time

Warwick, New York 2/15/05—Diane Tinney Keene, founder of Moo Press, Inc. (located in Warwick, NY), announced today that her small independent publishing house is growing into Keene Publishing. Moo Press, Inc. was founded in 2002 and has published four children's books and one business book.

"The book industry and general public have strongly identified the Moo Press name and logo with our children's books," says Publicist Allison Tevald. With several adult books to be published each year, the need for a broader imprint name became quickly apparent. Melissa Browne, Managing Editor, explains that "with 174,000 titles published annually, we must establish a brand identity that works across genres."

Beginning in 2005, the Moo Press imprint moves under the broader umbrella of the Keene Publishing name. Browne, Tevald, and Keene assure book reviewers and buyers that books from Keene Publishing will be of the same high quality that readers have come to expect from Moo Press. "Our vision has always been and continues to be to publish a variety of good books that can have a positive impact on people's lives," says Keene. Keene's dream is not limited to an easy niche. "When we find good books—books that inform and inspire, regardless of the genre—we want to get them into the hands of readers." Keene explains. "Our new motto reflects the dream I had when I founded Moo Press, to '*illuminate lives, one book at a time.*'"

Keene, who has authored numerous computer books, is included in the *2005 Who's Who in America*, and most recently was nominated to be included in the *2005 American Women in America Who's Who*, to be published in November 2005. Keene, A frequent speaker on a variety of topics, lives in Warwick with her husband James Keene and their son Dave Keene.

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