

New Independent Book Publisher Launches to Major Author Buzz

For immediate release.

TORONTO – Kunati Book Publishers created excitement in the author community as it launched its much anticipated traditional independent book publishing venture. Founded “by authors, for authors,” the Canadian publisher is the outcome of years of quiet planning, resource-building and work with authors and authors’ groups by a group of successful entrepreneurs — who are also authors. Finally, on March 21, 2006, Kunati opened its doors with the launch of its www.kunati.com website and the announcement of its first three acquisitions. Six new titles will be announced shortly. The book publisher, focusing on “New Voices, Great Books,” puts emphasis on fresh voices in fiction and unique concepts in non-fiction. In the first week, the website counted thousands of unique visitors. Hundreds of enthusiastic authors queried Kunati in March alone.

“Kunati is founded by published authors, for authors,” explained Derek Armstrong, Publisher at Kunati Inc. “Because we’re authors, we know the agony of the publishing process, the chicken and egg scenario with agents and publishers. Authors, whether taken on or not will always be treated with great respect at Kunati. We’re looking for unique voices and freshness.”

Kunati’s first acquisitions include debut novels in divergent categories. *The Light in the Forest*, by Paul Chandler, is an innovative and eternally cheerful young adult fantasy. Lee Kane’s debut novel *Night Wind* is Chandler’s opposite with its unique supernatural mystery approach for adults. The third Kunati novel, *Song of Montségur* is the first novel in an epic historical fiction trilogy featuring the last of the troubadours and a quest to rescue a Holy relic from invading medieval armies.

“We’re delighted with the quality of all submissions,” said Derek Armstrong. “We are committed to publishing as many new voices as possible. Our main focus is commercial entertainment. We don’t focus on category, or any specialty beyond entertaining audiences with fresh voices.”

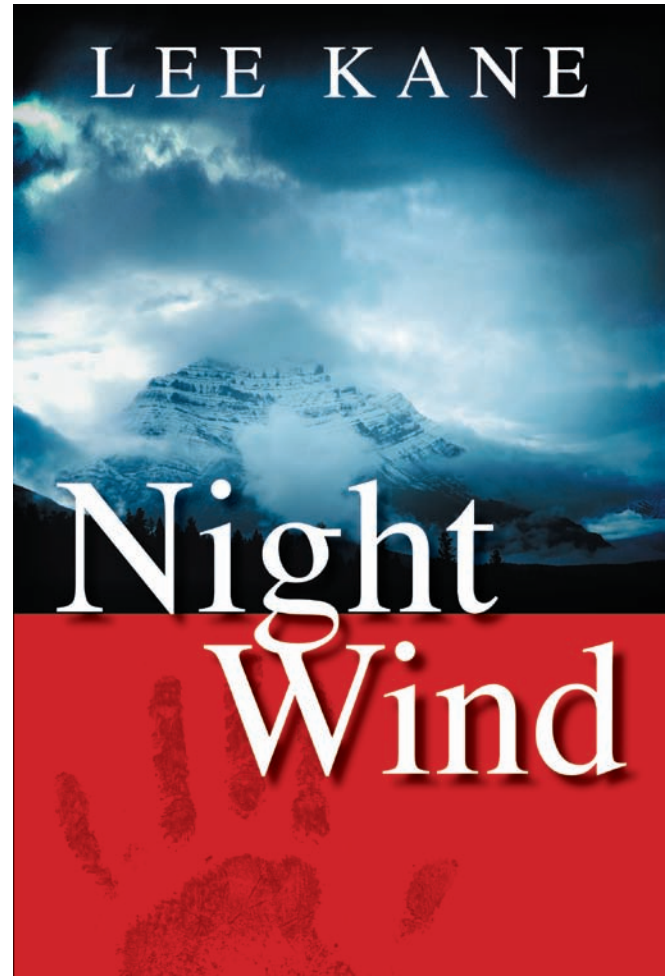
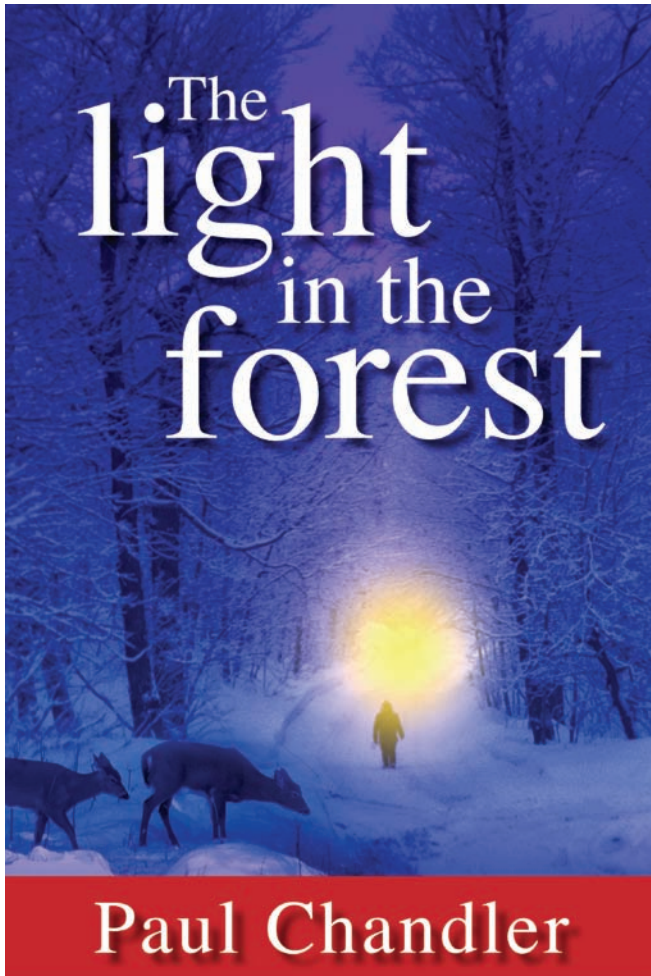
Kunati Inc. will distribute in both Canada and the United States and supports its authors with traditional advances and royalties. “We won’t take on an author unless there’s commercial potential,” Mr. Armstrong explained. “But we deploy extensive and proven marketing methods for authors we do take on. We’re authors for authors, that’s our mission, but we are very enthusiastic about supporting both booksellers and libraries.”

All Kunati’s investors and principals are authors. “All of us also have founded highly successful ventures in various industries.” Kunati’s central focus is supporting authors first, booksellers and libraries second. “We’ve had submissions — really phenomenal novels and proposals — from Canada, United States, England, Australia,” said Mr. Armstrong. “Agents who normally only deal with larger name publishers have queried us as well.”

Kunati plans several titles for its first catalogue, and more for 2007. “Our strength is marketing books. Two of our founding principals are well known ad agency principals with extensive contacts and expertise in branding, advertising and public relations,” said Derek Armstrong. Our designers have won all the top awards. Our copywriters are the best.”

Press Inquiries: Derek Armstrong | 416-628-2009 | press@kunati.com

<http://www.kunati.com>



The Light in the Forest

Release 2007 Young Adult Fantasy

A mysterious light draws Michael into an adventure that pits him against ancient powers, in a fight for the survival of the forest.

ISBN 0-9780688-3-1

Pages: 280 | Hardcover

Press Inquiries: Derek Armstrong
416-628-2009 | press@kunati.com

<http://www.kunati.com>

Night Wind

Release 2007 Supernatural Mystery Adult

A malevolent spirit haunts a ski resort built on an ancient nexus of power. Ruthless developer Elton Blackwood sees his hundred-million dollar gamble crumbling as an ancient curse traps his rich-and-famous guests at a world-class ski resort.

ISBN 0-9780688-1-5

Pages: 320 | Hardcover

Press Inquiries: Derek Armstrong
416-628-2009 | press@kunati.com

<http://www.kunati.com>

Fact Sheet

FAQ's and past press releases on our website:

www.kunati.com

Please send your news inquiries to

press@kunati.com

or ask for our publisher Derek Armstrong at

416-628-2009

Please send your general inquiries to

info@kunati.com

Please send author or agent e-queries to

query@kunati.com

What do you mean “authors for authors?”

Kunati Book Publishers was founded and is run by published authors. We built Kunati to publish other authors. We know the pain of the publishing cycle, the “chicken and egg” situation authors find themselves in with agents/publishers, and we have tried to build something that contributes to the author community — our community.

What makes Kunati unique?

Authors for authors is our primary difference. We're simpatico with authors because we're authors. We will always be supportive and constructive. We also focus on fresh voices, unique concepts and entertaining reads. To succeed to publication with us it must pass three tests: would we read it ourselves for entertainment, does it feel fresh and different, and is there a sustainable market? Our “A” list definitions are different. We look at profit potential and business case, but we're not driven by the bestseller.

What genres of books does Kunati Book Publishers focus on?

We actually shy away from the term genre and prefer commercial category. Why? Because we're focused on commercial success for our authors, booksellers and distributors — and a great read for our readers. We look for originality, unique premise, important new information, novel approaches, new voice or just plain good fun.

In what other way is Kunati unique?

Kunati Book Publishers brings principals and a team with decades of collective experience in three industries together under one publication venture. Our principals include “Canada's best” creative marketers (Toronto Star) and many years of experience in building brands. We have built our unique “six weeks to success” marketing program to ensure every title enjoys high exposure.

What associations does Kunati belong to?

PMA, SPAN, American Booksellers Association, Canadian Booksellers Association, Canadian Libraries Association.

Does Kunati work with agents?

Yes. We are committed to authors, but some of the best talent is agented. We know agents have an “eye” for the best. At this point we can only offer better-than-average royalty and small advances to authors however. In our first month, we had hundreds of very solid author-direct queries and a dozen or so agent queries.

Where does the name come from?

Kunati is an invented name — the importance of trademark and brand — but inspired by three roots:

- Icelandic words kunna “to know” and kunnata, meaning ‘knowledge’
- our favorite Cherokee folk hero Kana'ti, the ‘lucky hunter’

FAQ's and past press releases on our website:

www.kunati.com

Please send your news inquiries to

press@kunati.com

or ask for our publisher Derek Armstrong at

416-628-2009

Please send your general inquiries to

info@kunati.com

Please send author or agent e-queries to

query@kunati.com

Kunnata — for knowledge

To begin with, authors must have the knowledge — a total life experience — to write books that will capture the imagination and feed the minds of their readers. It's this knowledge of history, geography, psychology, law, police procedures, forensics, music, geo-politics, religious beliefs, philosophy, mathematics, medicine, archaeology, physics — the list is virtually endless — that puts flesh on the bones of characters, gives context and depth to stories, and lends substance to arguments.

Kana'ti — for luck

As for the 'lucky hunter' Kana'ti — he is our personal hero. We are "hunting" for those winning authors with something new and different to say, original, brilliantly-told stories that will capture imaginations, thrill, enlighten, inform, entertain and take readers to places they've never been before.

How often does Kunati Book Publishers release book catalogues?

Fall 2006 and Spring 2007 will be released in July and January respectively. Forthcoming and online catalogues can always be found on our website. Catalogues are available also as PDFs.

Can booksellers buy direct from Kunati Book Publishers?

Booksellers would normally order from our wholesaler. STOP orders can come direct. Please contact Kunati ordering for information. The email is orders@kunati.com, or see our contact us page.

Where can I get information about author events for Kunati Book Publisher authors?

Author events will be found in various places on our website, on author pages, as links on catalogue pages, and under PRESS ROOM link and the EVENTS link. Events are also publicized in our free Ezine: Kunati New in Books.

Does Kunati Book Publishers accept international submissions from authors?

Yes, we're authors for authors. We have no requirements on nationality, but at this time we only publish English with distribution in Canada and the United States with an eye to licensing rights in other countries.

Does Kunati Book Publishers support booksellers?

We might be authors first, but we're absolutely enthusiastic supporters of booksellers. We love independent booksellers and libraries, and will work to ensure all our booksellers are happy. We enthusiastically try to arrange author signings. We are members of the American Booksellers Association and the Canadian Booksellers Association. Unlike some publishers we believe in returns. If we've done our job, there shouldn't be any.

How many titles does Kunati Book Publishers release per year?

This will vary. If we believe it has a market and is commercial, entertaining and fresh, we'll find a way to add it to our releases. We have plans for six this fall, sixteen in 2007, but subject to change.