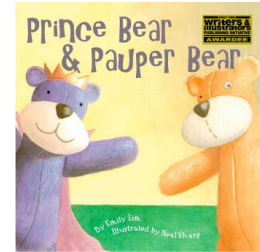


NEWS RELEASE

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Local author scores two firsts with first book Prince Bear & Pauper Bear

- **1st Singaporean to win international award at world's largest Independent Publisher Book Awards 2008**
- **1st Singaporean to sign on with the elite Andrea Brown Literary Agency**

Local author Emily Lim's **Prince Bear & Pauper Bear** has been honoured as one of the year's best independently published children's picture books by the 2008 Independent Publisher Book Awards ("IPPY Awards"). She wins the Bronze Medal in the Children's Picture Book category and is the first from Singapore to have won the prestigious IPPY Award in its 12 years running.

The IPPY Awards is the world's largest independent book awards competition. Please refer to appendix 1 for an extract of awards list (full results are available at www.independentpublisher.com).

Published under her own Mustard Seed Books label, Emily's **Prince Bear & Pauper Bear** wins alongside bestselling author Janan Cain who also received a Bronze Medal. Janan's first children's book, *The Way I Feel*, has over 1.3 million copies in print, making it one of the best selling children's books around. This year's Children's Picture Book Gold Medal winners Carl R. Sams II and Jean Stoick are New York Times bestselling co-authors whose prior two books accumulated 60 awards and honours.

Emily has also become the first Singaporean to have been signed on by the elite Andrea Brown Literary Agency (www.andreabrownlit.com). Andrea Brown Literary Agency, recently rated the "No. 1 Literary Agency in Juvenile Sales for 2007 in Publisher's Marketplace", has a prestigious clientele base of bestselling and multiple award-winning authors.

Emily said this of her award, "Writing and publishing my first book last year was a very personal journey for me as it was inspired by my struggles with a rare voice disorder. The support and feedback from friends who read and loved **Prince Bear & Pauper Bear** was truly a blessing for me. Winning this award is simply more of God's favour. I hope that my book will continue to be read and supported here, and with the help of my agent and this award, it will also find its way to overseas markets in time to come."

About IPPY Awards (www.independentpublisher.com)

Established as the first awards program open exclusively to independents, the IPPY awards program defines independent publishers as publishers who are 1) independently owned and operated; 2) operated by a foundation or university; or 3) long-time independents that became incorporated but operate autonomously and publish fewer than 50 titles a year.

About Andrea Brown Literary Agency (www.andreabrownlit.com)

Andrea Brown Literary Agency is an elite agency with over 25 years in the publishing business. It represents a celebrated clientele list which includes bestselling authors and celebrities, whose book rights have been sold to major publishers and movie houses. The author of *Pay It Forward* saw her book converted into film; whilst *Electric God* is currently in filming, with Nicolas Cage signed on to play the lead role.

About the Author

Emily Lim started writing whilst on sabbatical last year. She wrote and published *Prince Bear & Pauper Bear* as winner of Singapore's First Time Writers and Illustrators Publishing Initiative in end 2007, which was organised by the Media Development Authority and the National Book Development Council of Singapore.

Prince Bear & Pauper Bear is a children's picture book for 4-8 year olds about love, forgiveness and second chances (retailing in all major bookstores at \$18.69 before GST). It was inspired by Emily's personal journey of coping with a rare voice disorder for the past 9 years or so. Prior to her sabbatical, she worked at Raffles International Hotels & Resorts for the past 10 years, in the area of business development. She was Corporate Director, Business Development when she left the company.