

SMILEYBOOKS

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CHERYL D. WOODRUFF NAMED PRESIDENT OF SMILEYBOOKS

SmileyBooks Expands with Impressive Authors to be Announced

New York, New York, September 12, 2007.... Tavis Smiley, President and CEO of The Smiley Group, today announced that book publishing veteran Cheryl D. Woodruff has joined SmileyBooks as president and associate publisher. Ms. Woodruff's appointment is effective immediately, and she will report directly to Mr. Smiley.

"I am delighted that Cheryl is joining us. She will provide the synergistic leadership necessary to fulfill our mission "to empower our readers to achieve personal fulfillment and become agents of change through the principles of love and service," said Mr. Smiley. "Cheryl has helped to launch a wide range of authors' works throughout her distinguished career, including national bestsellers and literary award winners. Her experience, knowledge, and creative vision make her the ideal president for SmileyBooks."

SmileyBooks, a partnership with Hay House, began in 2004 with the expectation of publishing books written and inspired by Tavis Smiley. However, just as the Tavis Smiley brand has grown to incorporate radio and television broadcasting, a speaker's bureau, and a philanthropic foundation, it has also expanded the vision for its book division. This expanded vision is anchored by the imprint's 2007 *New York Times* bestseller, *THE COVENANT In Action*, a companion volume to the 2006 #1 *New York Times* bestseller the *Covenant with Black America*.

"I have long admired Tavis's media acumen as a broadcaster, philanthropist, and intergenerational leader. His efforts have helped to raise the bar for our national dialogue. I am honored to be joining the SmileyBooks team," said Woodruff. "Fueled by Tavis's ability to inspire audiences to take a stand and get to work, I envision a dynamic company that will thrive in the new media landscape."

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Woodruff is the founding editor of Ballantine Books, One World, a division of Random House, Inc., the first multicultural imprint established at a mainstream publishing house. Under her guidance as divisional vice president and associate publisher, One World received wide critical acclaim with such bestselling authors as Bebe Moore Campbell, Cristina Garcia, Johnnie L. Cochran Jr., Kwesi Mfume, Herb Boyd, Connie Briscoe, Marita Golden, Maryse Conde, Queen Afua, and Tananarive Due. One World also released the first hardcover edition of *The Autobiography of Malcolm X* published in more than twenty years. During Woodruff's tenure, One World garnered a Literary Marketplace (LMP) award for publishing excellence. At Ballantine, Woodruff also acquired numerous general market titles, including Deborah Tannen's record-breaking *New York Times* bestseller *You Just Don't Understand* and national bestsellers Claudia Black and Anne Wilson Schaef.

A Detroit native, Ms. Woodruff received her B.A. from Reed College and her M.P.S from Cornell University. Ms. Woodruff has been a frequent workshop leader and lecturer on the book publishing industry. Her outstanding contributions in the field have been featured in *Newsweek*, *Publishers Weekly*, *Black Enterprise*, *Essence*, *QBR: The Black Book Review*, and *Black Issues Book Review*. She is the recipient of numerous awards, including the Black Women in Publishing Achievement Award.

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