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**MEDIA INQUIRIES**

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## **THREE LARGEST AFRICAN-AMERICAN BOOK SITES JOIN FORCES TO PROMOTE BLACK LITERATURE**

HOUSTON, TX – AALBC.com, Cushcity.com and MosaicBooks.com, the three largest and most established web sites focusing on African-American literature, announced today that they have joined forces to offer comprehensive online book promotion options to self-published authors and small publishing firms.

Together, the three web sites have over 30 years of combined online presence and over 4 million page views per month. Each site brings different strengths to the venture.

AALBC.com, founded by Troy Johnson of Harlem, N.Y. in 1998, is now the largest website dedicated to promoting books by and about African Americans.

Cushcity.com, co-founded by Willie and Gwen Richardson of Houston, Tex. in 1998, is the world's largest African-American Internet retailer with over 20,000 products online, including books, DVDs, Greek products, calendars and art.

MosaicBooks.com, founded by Ron Kavanaugh of the Bronx, NY, in 1996, was the first site created to showcase African-American literature. It recently celebrated its 10<sup>th</sup> anniversary online.

"This effort brings unprecedented exposure to millions of African-American book readers worldwide," says Johnson. "I am pleased to work with Cushcity and MosaicBooks to bring African-American authors and consumers together."

The three sites will initially offer self-published authors and small presses simultaneous, prominent placement on each of the three sites' home pages. There are also plans to expand these coordinated services in the future to include e-blasts and other marketing opportunities for authors.

The announcement comes on the heels of recent news reports highlighting the growth in the number of African-American titles published annually and the resultant increase in book sales revenue. Based upon book sales figures for 2006 released by the American Association of Publishers, African Americans spend about \$1 billion of the estimated \$24 billion spent in the U.S. annually on books.

- Publishers, for more information regarding the joint online marketing effort contact Ron Kavanaugh, ron@mosaicbooks.com, (718) 530-9132

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