

SAN DIEGO, CA, October 03, 2013 **/24-7PressRelease/** -- The San Diego Reader is mining gold from its rich archives and releasing the treasures as a collection of six eBooks, the first installment of a series that will showcase the literary quality and historic value of a collection spanning more than 40 years of publishing unique Southern California-flavored journalism.

"We want to reintroduce the best of our writing—and our writers—to a new generation of readers in eBook form, and free from advertising" says Jim Holman, owner and editor of the San Diego Reader. "During its history, the Reader has been fortunate to be the publishing home to such respected contributors as Judith Moore (Fat Girl, A Bad Bad Boy), Laura McNeal (the author of three eBooks in this series) and noted movie critic Duncan Shepherd. I also expect the eBook format to be a platform for new, digital-first content."

Guiding the Reader's publishing program is David Wogahn, founder of Carlsbad-based eBook consulting firm Sellbox. "San Diego Reader recognizes that eBooks allow newspapers—and other periodicals—to offer popular content for today's readers for both profit and promotional purposes," said Sellbox president David Wogahn. "It's a smart way to reach new readers, deepen relationships with long-time readers, and build new revenue streams."

Five of the first six books are part of the newly-launched series Reader Shorts, titles whose length is often referred to as long-form journalism (5,000 to 30,000 words). Those titles are:

1. The Last Meeting of the Dove Club: A Pioneer Family's Tragedy, Laura McNeal (ISBN: 9781939938091). A tragic tale of murder by one of San Diego's founding family members. It remains one of the most popular stories ever published by the San Diego Reader.
2. The Death of Judy Huscher, Laura McNeal (ISBN: 978-193993810-7)
3. The Toothpicks: A Mexican Cartel in San Diego, Laura McNeal (ISBN: 978-193993811-4)
4. Tour de Cheesesteak: A lot of Philadelphia in San Diego, Ian Pike (ISBN: 978-193993807-7)
5. First in the Air: John Montgomery's flight 19 years before Kitty Hawk, Jeff Smith (ISBN:

978-193993808-4

The sixth eBook is *A Bad, Bad Boy* by the Reader's former managing editor, and New York Times bestselling author, the late Judith Moore. Originally released in paperback in 2009, it's the story of Southern California mobster Frank Bompensiero, the basis for Salvatore "Big Pussy" Bonpensiero in the popular HBO series *The Sopranos*. (ISBN: 978-193993806-0).

San Diego Reader books are available from a variety of popular eBook stores including Amazon Kindle, Apple iBooks, Barnes & Noble Nook and Kobo Books. As of this writing they are available at introductory prices ranging from 99 to \$2.99 depending on the title and store. More information can be found at SDReaderBooks.com.

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About the San Diego Reader Founded in 1972, the San Diego Reader publishes the largest alternative press paper in the county of San Diego, distributed free each Wednesday, as well as a highly ranked website at SanDiegoReader.com. Noted for its literary style of journalism and coverage of the arts, particularly film and theater, the Reader is known as a showcase for San Diego writers and photographers. San Diego Reader inquiries contact: Jim Holman, 619.235.3000

About Sellbox Founded in 2002, Sellbox specializes in helping publishers, businesses and organizations develop and market their content in eBook and print-on-demand formats. Sellbox inquiries contact: David Wogahn, 760.942.4227