



## The Perseus Books Group Adds FiledBy as Online Marketing Platform

Nashville, Tenn., (May 4, 2009) – The Perseus Books Group is using [FiledBy](#) sites as an effective way to provide an online presence and [digital marketing solution](#) for authors.

The FiledBy platform enables authors, co-authors, illustrators, photographers, editors and other contributors to easily build an online community where they can promote their work and interact with fans and peers.

“FiledBy has put together a thoughtful and effective community that enables authors to take control of their own content, sell their books, link to other sites and directly communicate with readers,” said Peter Costanzo, director of online marketing for Perseus. “It’s a terrific digital marketing platform for any author looking for a low-cost and effective web presence.”

Beginning with the Vanguard Press imprint, Perseus authors now on FiledBy include:

- [Eileen Goudge](#), author of *One Last Dance*, *Garden of Lies* and *Thorns of Truth*
- [Alan Jacobson](#), author of *The Hunted* and *False Accusations*
- [Kyle Mills](#), author of *Lords of Corruption* and *Darkness Falls*
- [Shane Briant](#), author of *Worst Nightmares*
- [David Morrell](#), author of *Scavenger* and *The Shimmer*

Additional authors will be participating in the near future.

Perseus created Vanguard Press as a creative, close collaboration between author and publisher to implement new and more innovative ways to communicate with booksellers and readers.

“One of the most important elements of the Vanguard Press philosophy is to create a special and unique relationship between publisher and author, providing intense focus, clarity and execution of every book we publish,” said Roger Cooper, VP and publisher, Vanguard Press. “Writers are our business, and since we are a new publishing business model, we are also looking to partner with those companies that we feel are ahead of the curve in serving the writer and reader. Without question, FiledBy fills an extraordinary need for all authors, for the first time, to be discovered under one virtual roof. We at Vanguard look forward to working with FiledBy to increase the profile of all our authors, and applaud their creative energy which serves the publishing community as a whole.”

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FiledBy's (<http://www.filedby.com>) more than 1.8 million author sites can integrate photographs, biographies, video, podcasts, press kits, blogging tools, event listings and more. For authors without a website, FiledBy is a free or low-cost solution that provides authors with control over their content, helps sell books and can serve as the primary online platform for their work. For others, it's an online platform that complements and links to existing author websites, Facebook pages, publisher pages, blogs or groups.

"Our goal is to help more readers discover authors and purchase their work," said Peter Clifton, FiledBy president & CEO. "We are very pleased to be working with Perseus and Vanguard authors. The Perseus Books Group is leading many new and creative initiatives designed to help their authors more effectively market on the Internet. We look forward to supporting their objectives and appreciate the trust they place in FiledBy."

FiledBy launched in March 2009. It is the only online community centered on authors and their work. The site features more than 1.8 author sites and 7.5+ million book pages. All books are available for sale through Amazon, B&N.com, Powells, Borders, Indigo and Indiebound.

The data used to build the site is licensed from trusted industry sources and supplemented by data from publishers and content contributed by authors. FiledBy provides every published author in the United States, Canada and United Kingdom with a free author site designed to help organize various media, content and web promotion activity.

### **About FiledBy**

**FiledBy, Inc.** is a digital marketing company providing membership sites, web tools, e-commerce and community building solutions to authors, illustrators, photographers, artists, editors and readers. The company, based in Nashville, Tennessee, operates FiledBy (<http://www.filedby.com>), an online community designed to connect readers and authors.

### **About The Perseus Books Group**

**The Perseus Books Group** is an independent company committed to enabling independent publishers to reach their potential whether those publishers are Perseus-owned, joint ventures or owned by third parties. Member publishing programs include Avalon Travel, Basic Books, Basic Civitas, Da Capo Press, Da Capo Lifelong Books, Running Press, Seal Press, Vanguard Press and Westview Press, as well as partnerships with PublicAffairs and with Nation Books. Through Consortium, Perseus Distribution and Publishers Group West, the Perseus Books Group is the leading provider of sales, marketing, distribution, and digital services to independent publishers. For more information, visit our websites at [www.perseusbooks.com](http://www.perseusbooks.com); [www.perseusdigital.com/constellation](http://www.perseusdigital.com/constellation).