

for immediate release

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Houston Firm Serves up “Soup”

(Houston, TX- November 10, 2004) When the book "Chicken Soup for the African-American Soul" released in September 2004, its authors began a nationwide tour in Los Angeles, CA. To assist in the promotional and marketing activities for tour dates in the Southeastern Region of the country, Co-Author Lisa Nichols chose Houston-based Urban marketing firm **exclamation points strategic and creative communications results**.

Nichols stated, "**exclamation points** has displayed due diligence and great understanding for the goals of this tour, and we are excited about working with them." Nichols, who is also chief executive officer of Motivating the Teen Spirit, added that she believes in the effect that this book can have on young people, and that **exclamation points** as well as everyone who is involved in this project is committed to empowering youth in all walks of life through this tour.

exclamation points will oversee event marketing, promotional activities and public, as well as, community relations strategies.

Event Marketing Director Andrea Barefield expressed excitement as well regard the firm's latest client; "We have great plans for our part in this tour. We want to create something that is not just wonderful and glorious, but also memorable."

Stephanie McKenzie, agency principal, agrees with Barefield, and simply added, "We are privileged to be a part of such an awesome project and literary work."

About Chicken Soup

With 80 million copies sold, 65 titles and 37 languages, Chicken Soup for the Soul® has made international publishing history. One or more titles in the Chicken Soup for the Soul® series have been on the New York Times bestseller list in the "How to/Advice/Miscellaneous" category consistently. At one time or another there have been at least eight Chicken Soup for the Soul® titles simultaneously in the top fifty on the USA Today best-selling books list.

About exclamation points

exclamation points strategic and creative communications results is a Houston-based Urban marketing firm specializing in “targeted marketing results for the growing Urban marketplace using lifestyle trends, market research and cultural sensitivity.” The company works with small to medium-sized organizations locally and nationwide.

For more information about exclamation points, visit www.expointsonline.com