

For Immediate Release

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**MICHELIN RESTAURANT & HOTEL GUIDES AVAILABLE EXCLUSIVELY  
FROM THE BOOK COMPANY**

***New Chicago Guide Due Out Just in Time for Upcoming Holiday Season.***

DELRAY BEACH, Fla. (July \_\_, 2010) – As the exclusive distributor for the MICHELIN Restaurant/Hotel Guide Series within the promotional products industry, The Book Company is pleased to announce the upcoming availability of The MICHELIN guide Chicago 2011, the first-ever MICHELIN guide for a Midwestern city, said Doug Greenhut, president.

The MICHELIN guide, whose rating system is internationally recognized as the pinnacle of culinary success, is currently published in 25 editions covering 23 countries, including New York City and San Francisco in North America. Michelin has been in the business of evaluating and recommending restaurants and hotels for more than a century and employ full-time professional inspectors who anonymously visit establishments and evaluate them on a range of criteria.

Buzz about the upcoming Chicago Guide is already spreading. As part of their meticulous and highly confidential evaluation process, Michelin inspectors have been conducting anonymous inspections to Chicago restaurants and hotels for more than two years. “The MICHELIN guides are highly respected and sought after, making them an impactful yet affordable promotional item for any local business as well as for conventions, meetings and traveler gifts,” said Greenhut. “Once customized with a Cover Imprint or Promo-Page, the MICHELIN guides also become a powerful brand reminder that people will keep and reference again and again.”

Unique to the promotional products industry, The Book Company offers customization for literally any book in the world. Their experienced team and expansive web site ([www.thebookco.com](http://www.thebookco.com)) offer promotional product specialists smart and easy ways to find the perfect book for most any promotional theme and budget. With a minimum order of 50 copies, customization options for most any book include a Cover Imprint, Promo-Page Insert and Custom Book Jacket.

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