

RUBY LEE NEWS AND CURRENT EVENTS

Jan – March 2007



ForeWord Magazine names Ruby Lee the Bumble Bee ~ A Bee of Possibility a **Book of the Year** finalist.

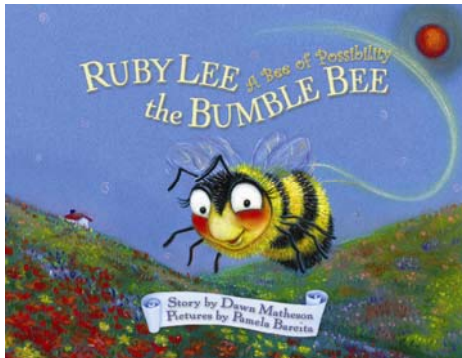
Ruby Lee the Bumble Bee ~ A Bee of Possibility earns the prestigious **"Family Approved"** seal is awarded by the **Dove Foundation**. Standards and criteria for selection are based on Judeo/Christian values, free from the pressure of commercial interests.



Fall/Winter 2006



Author/publisher **Dawn Matheson, Bumble Bee Productions** and **Ruby Lee the Bumble Bee** are featured in *Independent Publisher* magazine. Editor Jim Barnes gives kudos to Bumble Bee Productions for developing refreshingly off-beat marketing initiatives.



Ruby Lee's new book, **Ruby Lee the Bumble Bee ~ A Bee of Possibility**, is scheduled for release October 1, 2006.

Author Dawn Matheson, dedicates the book to **Dr. Robert H. Schuller**, founder of the Chrystal Cathedral and one of the patriarchs of possibility thinking.



Ruby Lee's new moniker **"Be the Bee"** is introduced and will be used on Ruby Lee merchandise to include shirts, caps, and other items.

RUBY LEE MILESTONES

Summer 2006



California composer, **Marti Amado** of Media Arts, goes to work on the **theme song** for Ruby Lee the Bumble Bee ~ A Bee of Possibility, which is schedule for release Fall 2006.

- Ruby Lee's **Coloring and Creativity** book, featuring the **Bee Buds**, goes into production and is schedule for release in late 2006.



- **Children's Literature** (www.childrenslit.com) features *Ruby Lee the Bumble Bee ~ A Bee's Bit of Wisdom*.

Spring 2006



Ruby Lee attends **Book Expo America** in the nation's capital.

Ruby Lee is named **Most Outstanding Children's Book** at the **Moms' Choice Awards** which are sponsored by the **Just For Mom's Foundation**. The awards are judged by a prestigious panel which includes industry greats Dr. Twila Liggett, founder of Reading Rainbow and Julie Aigner-Clark, creator of Baby Einstein .



Fall 2005



The International Association of Printing House Craftsmen (IAPHC), names *Ruby Lee the Bumble Bee* as one of three finalists for the **2005 Gallery Awards**. Entries originating from 13 countries including Australia, Britain, Canada, China, Hong Kong, Italy, Korea, Lithuania, Mexico, New Zealand, The Cayman Islands, Singapore and the United States compete for these awards. The winners are announced at an award gala held in conjunction with the International Annual Meeting.



Bumble Bee Publishing contributes to the Hurricane Katrina and Rita Recovery Effort by donating Ruby Lee's book to the **10,000 Books Relief Effort**, **Be The Star You Are** organization, and to **Book Relief**.



RUBY LEE MILESTONES

Fall 2005 Continued

Out of more than 4 million titles featured on Amazon.com, *Ruby Lee* buzzes up the best seller charts and ranks as high as **#678 in sales for all books and #12 in picture books.**



On October 15th, *Ruby Lee* celebrates her first birthday and her achievements:

- ➔ Award Winner
- ➔ Critically Acclaimed
- ➔ Best Seller

July/August 2005

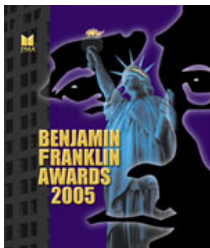
MARY KAY[®] Enriching Women's LivesSM

- *Ruby Lee* attends *Mary Kay, Inc.'s Annual Sapphire, Emerald and Pearl Seminars* in July and the *Diamond and Ruby Seminars* in August.



The plush toy version of *Ruby Lee The Bumble Bee*, made by famous toy maker *Mary Meyer Corporation*, is available in limited release.

May/June 2005



Publishers Marketing Association (PMA) names *Ruby Lee The Bumble Bee A Bee's Bit Of Wisdom* as one of three finalists for the prestigious **Benjamin Franklin Award: Bill Fisher Prize** for the category of **Best First Book In Children's/Young Adult**.

Named for America's most cherished publisher/printer, The Benjamin Franklin Awards recognize excellence in independent publishing.

- The *Ruby Lee The Bumble Bee Critter Count Game* is available in limited release and is planned to be included in future copies of the book.
- Bumble Bee Productions donates a portion of sales made from the Ruby Lee website to **The Claire Michelle Patterson Scholarship Fund**, a fifteen month girl who's father was killed while serving in **Iraqi Freedom**.

RUBY LEE MILESTONES

May/June 2005 Continued

- *Ruby Lee* attends **Book Expo America** in New York City.
- Publishers Marketing Association (PMA) holds its Awards Gala Dinner for the **2005 Benjamin Franklin Awards**.
- Bumble Bee Productions sells out of its first run of *Ruby Lee The Bumble Bee ~ A Bee's Bit Of Wisdom*, setting a pace of **3,000 sold copies in only 6 months of distribution**.



The **Special Tribute Edition** of *Ruby Lee The Bumble Bee* benefiting the Mary Kay Ash Charitable Foundation is available in limited release. General release is scheduled for Fall 2005.



The **Meet The Author** book signing tour kicks off with 16 locations in *Ruby Lee's* home state of Virginia.

March/April 2005

Mary Kay Ash Charitable Foundation A Legacy of Love

A **Special Tribute Edition** of *Ruby Lee The Bumble Bee* is authorized for production. A portion of the proceeds will go to benefit the **Mary Kay Ash Charitable Foundation**.

- *Ruby Lee* is available to consumers via **every major online retailer**, including: Amazon.com, Barnes & Noble, Borders, Walden Books, Target and Walmart.
- **Google Print** adds *Ruby Lee* to its online searchable database of books in print and **Froogle** adds *Ruby Lee* to its online shopping center.
- Out of more than 4 million titles featured on Amazon.com, *Ruby Lee* ranks as high as **6,600 in sales**.
- **The Arizona Republic** endorses *Ruby Lee The Bumble Bee ~ A Bee's Bit Of Wisdom*.



Publishers Marketing Association (PMA) features *Ruby Lee* at the **London Book Fair**.

- *Ruby Lee* is reviewed and featured in the March issue of **Children's BookWatch**.
- **MidWest Book Review** gives *Ruby Lee* 5 stars ★★★★★.
- **Elizabeth Hamilton, author of the Character-In-Action book series**, posts an online review at Amazon.com calling *Ruby Lee* a "delightful character building story".

RUBY LEE MILESTONES

March/April 2005

- Publishers Marketing Association (PMA) names the Ruby Lee website as one of three finalists for the **Benjamin Franklin Award: Best Designed and Effective Website**. The Benjamin Franklin Awards recognize excellence in independent publishing.
- The **Ruby Lee The Bumble Bee Coloring and Activity Book** goes into production.
- ForeWord Magazine features *Ruby Lee* at the **Bologna Children's Book Fair**.



American Booksellers Association's eCommerce division BookSense.com adds Ruby Lee to its database expanding distribution to more than **2,200 independent book stores** across the US.

January/February 2005



Ingram Book Group, **the world's largest book wholesaler/distributor**, adds *Ruby Lee The Bumble Bee* to its distribution database.

- Bumble Bee Productions donates more than 200 copies to libraries and private schools in Virginia (*Ruby Lee's* home state).
- Bumble Bee Productions expands distribution with relationships with **Brodart Company, BWI Books, and Emery-Pratt**.



Spring Arbor Distributors, the **leading distributor of faith based books** and other products, adds *Ruby Lee The Bumble Bee* to its distribution database.

- *Ruby Lee* is considered for the **2005 Parents' Choice Award**.



December 2004



Baker & Taylor Books, a major distributor managing the distribution of more than **1.5 million titles**, adds *Ruby Lee The Bumble Bee* to its database.

- Illustrator, Pamela Barcita's **original artwork** is featured at the Visual Arts Center, in Olde Towne, Portsmouth, Virginia.
- Amazon.com adds Ruby Lee to the **Search Inside The Book** program.
- *Ruby Lee* goes **international** with orders from **Canada, Kuwait and Iraq**.



RUBY LEE MILESTONES

December 2004 Continued

- Independent Publisher Online selects *Ruby Lee* as a ***Highlighted Title*** for December.
- Mary Kay, Inc. inducts *Ruby Lee* into the ***Mary Kay Museum*** in Dallas, Texas.
- *Ruby Lee* is featured by the ***Sand Diego Union-Tribune***.