

Online Publisher Appoints New President to up Profits

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Sheridan, WY ([PRWEB](#)) June 26, 2007 -- Paradise Publishers Inc. announced today they have appointed Martin Wales as President. Paradise Publishers operates the largest library of free copyrighted books online at Free-eBooks.net, in addition to other major online destinations.

Wales steps in with experience spanning over a decade in the technology sector, from National Channel Manager for Goldmine Software (www.Goldmine.com) to senior positions as VP of Business Development. His accomplishments include a \$26 million communications company with three divisions to start ups, most recently one that sold for \$12 million to a public company. Hewlett-Packard (NYSE: HPQ; <http://www.HP.com>) and Microsoft (Nasdaq: MSFT; <http://www.Microsoft.com>) have both invited him to contribute his expertise as a leading marketing expert.

What really caught the attention of Paradise's CEO Nicolas Gremion, was Wales' 'New Media' and Web 2.0 presences as the Executive Producer of PayPal Radio, as host of Microsoft's talk radio show, Your Business, and the former host of Entrepreneur Magazine's eBiz Show. In addition Wales has numerous columns published nationally and internationally - even produced curriculum content for several MBA programs.

Gremion sought a unique mix of talent for driving digital media creation combined with business development skills to multiply Paradise's profits. "Wales fit the bill perfectly. He's well versed in sales, marketing and channel development in addition to his role as a "media personality."

"Our upcoming projects are very exciting. We aim to break down all remaining traditional barriers in publishing by providing the power to the people who deserve it: the readers and authors, and not the publishers. While we develop the system that will achieve this, having Martin on board gives us a tremendous advantage," further explains Mr. Gremion.

Martin's key responsibilities will reflect his strengths in marketing and development. He will also act as the main spokesperson for Paradise as it leverages his media experience in radio and TV. "Paradise aims to go public and Mr Gremion is currently preoccupied making sure that happens with the greatest of success. Therefore, I'm thrilled to be able to step in and benefit the company in these exciting times in and help build on the success they've created thus far," adds Mr. Wales.

Paradise Publishers Inc is an online content provider that creates and operates websites providing valuable content to its readers. Their showcase properties currently include Site-Reference.com (<http://www.Site-Reference.com>) which provides their 200,000+ community with the most current Webmaster- related news, innovation and resources. Paradise also owns Free-eBooks.net (<http://www.Free-eBooks.net>) giving its 150,000+ members access to the largest, free library of copyrighted digital books online. Paradise has several projects currently in development that aim to redefine publishing using the latest digital media.

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