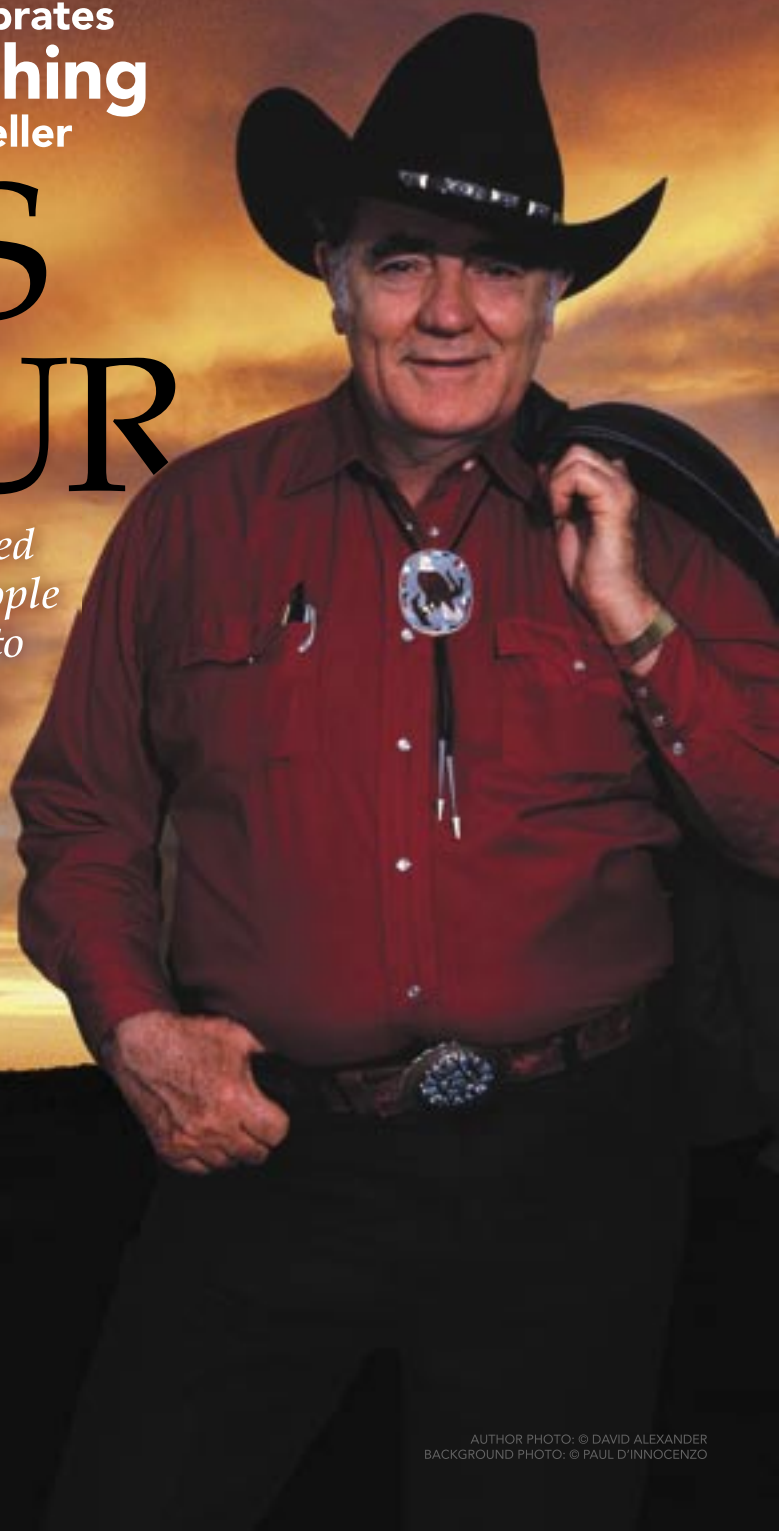


Bantam Books Proudly Celebrates
50 Years of Publishing
America's Favorite Storyteller

LOUIS L'AMOUR

*"More than all else, I wanted
to tell stories, stories that people
could read or hear, stories to
love and remember."*

—Louis L'Amour,
in *Yondering*





He wrote 120 books:
All still in print, all still selling.

100 of his books
have at least One Million Copies sold.

100 million copies sold
in the 15 years since his death. And in
2004, Louis L'Amour was the **5th**
bestselling backlist fiction author
for all of Random House, Inc.

Today, 50 years
after Bantam Books first published
Louis L'Amour,
there are more than
300 Million Copies of his
books in print.

**Bantam Books Proudly Celebrates 50 Years
of Publishing America's Favorite Storyteller**

LOUIS L'AMOUR

*"A strong case may be made that L'Amour
was the most popular American writer of the
20th century . . . His books embody heroic
virtues that seem to matter now
more than ever."*

—The Wall Street Journal



In 1955, with many short stories and a few books
already in print, an up-and-coming western writer with the
unlikely name of Louis L'Amour published his first Bantam
novel, *Guns of the Timberlands*.

Neither author nor publisher had any way of knowing that
this would mark the beginning of one of the great American
literary success stories. Fifty years, 120 books, and 300 million
copies later, Louis L'Amour remains one of the best-loved

*"L'Amour is the kind of
storyteller who makes
the wolves come out of the
woods to listen."*

—People Magazine

*"He is our professor
emeritus of how the
West was won."*

—Morely Safer, in
Louis L'Amour's
"60 Minutes" profile, 1976

aries to give consistent satisfaction, and exceptional page-turning
adventure. L'Amour became a national phenomenon.

In 1982, Louis L'Amour became the first novelist in
American history to be awarded a Congressional Gold Medal.
Less than two years later, he was awarded the nation's highest
civilian honor, the Presidential Medal of Freedom.

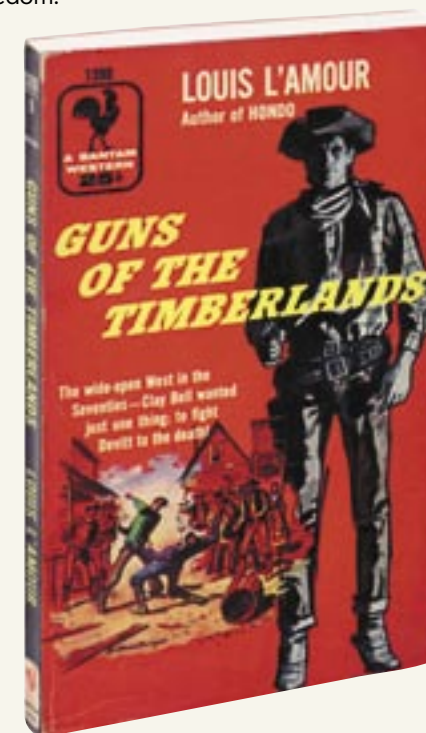
In 1985, he went from being a #1
New York Times Paperback Bestseller
to being a regular #1 New York Times
Hardcover bestseller. That summer, for
the first time in his remarkable career,
Louis L'Amour's novel *The Walking
Drum* in paperback and *Jubal Sackett* in
hardcover both hit *The New York Times*
bestseller list at the #1 position.

In the last 50 years,
no author has matched the power of
Louis L'Amour to bring so many new
readers and new retailers to the wonder
of books. Many fans of all ages had
never read a book of any kind before
opening their first L'Amour novel.

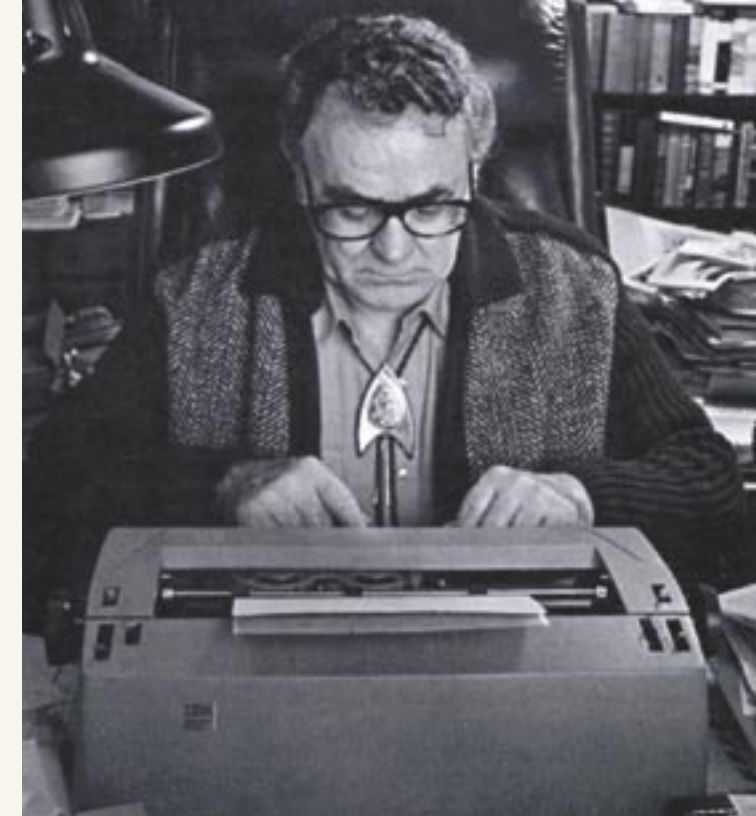
L'Amour books are passed from
generation to generation and it is not
uncommon to meet families where
grandparents, parents, young children,

and bestselling authors
of all time. The 50-year
publishing relationship
that we celebrate in 2005
is a great point of pride for
Bantam, a unique record of
commitment between one
author and one publisher.

Louis L'Amour built his
popularity the old-fashion-
ed way, writing exciting,
fast-moving original paper-
back westerns that soared
beyond the genre's bound-



*Bantam's first
Louis L'Amour Title*



and now even great-grandchildren have shared their
cherished L'Amour books. That is why Louis L'Amour is
not only one of the most frequently-read novelists of our
time but also one of the most frequently re-read-authors.

One of the most remarkable achievements in this unique five-
decade story is Louis L'Amour's role in expanding the horizons
of bookselling. L'Amour was a pioneer in bringing significant

book sales to non-traditional retailers—
drugstores, variety chains, supermarkets.
Louis L'Amour is one of the rare authors
with his own section in countless stores
and there have been stores that sold *only*
Louis L'Amour books.

TOMORROW, you can
be sure that new readers will pick up their
first Louis L'Amour novel, race through
it, and be thrilled to discover that there
are more than 100 more books to read
by their new favorite author.

So begins the
next half-century
of satisfied
Louis L'Amour
readers.

JOIN THE LOUIS L'AMOUR 50TH ANNIVERSARY EXCITEMENT

Bantam's 50th anniversary Louis L'Amour "Share-the-Experience" Free Book Giveaway Promotion

Launching July 2005: Bantam Books will produce and distribute complimentary copies of the very first L'Amour novel we published—GUNS OF THE TIMBERLANDS—in an effort to help fans "share the experience" of reading L'Amour.

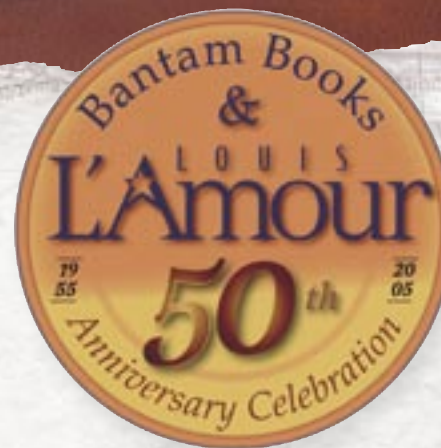
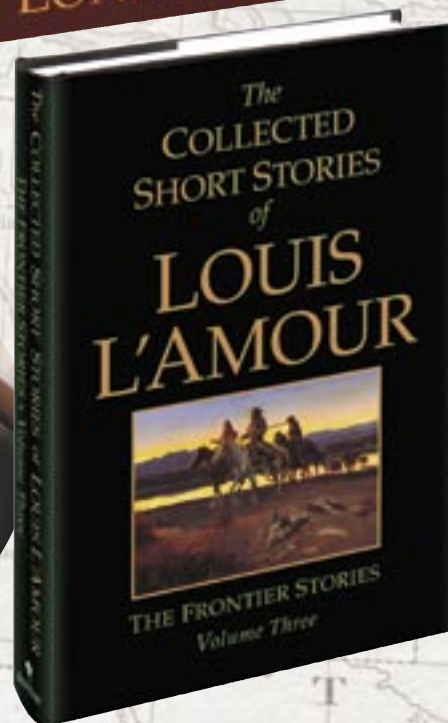
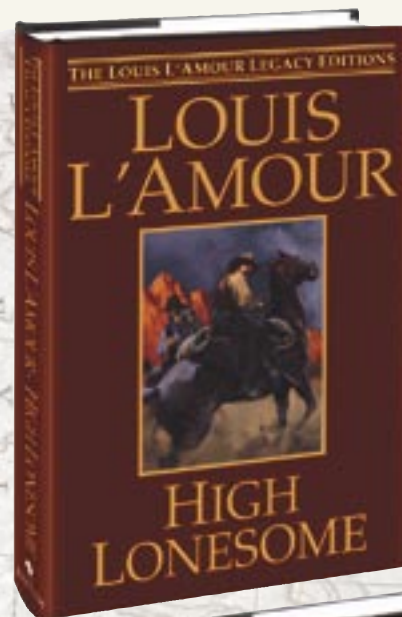
Available only in displays and prepacks, GUNS OF THE TIMBERLANDS: *The Share-the-Experience Edition* makes passing along great L'Amour reading easy—and offers consumers exceptional value. Each display and prepack also features classic editions of L'Amour's exemplary works, including one Sackett family novel, a short story collection, and other classics.

To help "SHARE-THE-EXPERIENCE" and spread the word, ask your sales representative for details about the following marketing initiatives:

- Louis L'Amour "Share-The-Experience" 50th Anniversary support materials: specially designed checklist bookmarks, a Louis L'Amour Family Reading Guide, and commemorative poster featuring all the available L'Amour titles from Bantam. (Available free with all prepacks and displays.)
- Consumer Sweepstakes: The "Duo in Durango" Grand Prize Vacation feature at point-of-sale
- National consumer print advertising
- Online outreach events at www.louislamour.com, including never-before-undertaken reader surveys, sweepstakes, and more
- "Share-the-Experience" book giveaways, tray-table advertising, audio-channel entertainment messages, and more, on board major airlines like Continental, Southwest, and America West.

Contact your Bantam Dell Sales Representative for complete publication details, Louis L'Amour always-available point-of-sale materials, and display configurations.

Visit the official website at www.louislamour.com



THE LOUIS L'AMOUR PUBLISHING PROGRAM CONTINUES IN 2005

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While he is best-known as the most popular western novelist of all time, Louis L'Amour has had an equally remarkable career as a writer of short stories—and not just western stories. No other American author has had 22 bestselling short story collections, totaling more than 20 million copies in print. Eventually, it will take seven lengthy hardcover volumes to present *The Collected Short Stories of Louis L'Amour*, a publishing endeavor begun in 2003; the first two hardcover volumes have already sold more than 200,000 copies. This fall, VOLUME THREE will join this bestselling series, in time for holiday gift-giving.

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*"I think of myself in that
oral tradition—as a troubadour,
a village tale-teller,
the guy in the shadows
of the campfire.
That's the way I'd like to be
remembered—as a storyteller.
A good storyteller."*

—Louis L'Amour

