



PRESS RELEASE

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FOR IMMEDIATE RELEASE

Lit Mob Website Goes Live

New York, NY (August 6, 2008). Today marks the launch of a new type of website aimed at readers interested in book reviews relevant to the “**tastemaker**” audience. The site, **Lit Mob** (<http://www.litmob.com>), went live this morning and promises to deliver concise, relevant and entertaining reviews of books that can be appreciated by individuals with more “discerning” tastes. As such, the site will not focus on bestsellers such as those reviews found at *The New York Times*, but rather reviews of books that will be read and talked about by cutting-edge consumers. “As indie music zealots, we love sites like Pitchfork, Stereogum, and Brooklyn Vegan,” says Lit Mob Publisher Doug Perkul. “What was amazing to me is that you have a few hundred sites that cater to tastemakers within the music scene, but no one is doing this for books and literature. Contrary to popular beliefs, people are still reading books and we intend to share our favorite titles with them and highlight amazing books in the marketplace.”

In addition to book reviews, Lit Mob will be profiling authors, book-jacket art and designers, a section on what indie artists are currently reading, and events that are relevant to our readers.

About Lit Mob:

Lit Mob is the brainchild of former *SPIN* Magazine Associate Publisher Doug Perkul and was brought to life by an amazing team of talent including current *Death+Taxes* Editor-In-Chief Stephen Blackwell, Sundance Grand Jury Prize Winner Stefan Nadelman, and The Skinny Network’s Scott Wamsley. Lit Mob is privately held and is based in New York City.