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Red Planet Audiobooks to Launch on [Guy Fawkes Day](#)

Company to Produce Audiobooks for Independent Authors and Small Publishers

Austin, TX, October 23, 2007 - Founding partners Toby Heidel, Jenna Martin, and Monica Ballard today announced the launch of Red Planet Audiobooks. Red Planet is the first independent company in the world to use a "Print on Demand" process to produce audiobooks for self-published authors and small publishing companies. Red Planet will use professional readers and sound engineers to record audiobooks of any length for clients following a standardized fee schedule, and will then manufacture, package, and distribute the books as customers order them. The final product will be available for sale via traditional retail outlets or from Red Planet itself, with clients receiving royalties on every audiobook sold.

Red Planet will celebrate the company's launch at a party to be held from 7-10 pm on Monday, November 5th, at Ninety Proof, located at 333 E. Second Street, in Austin, Texas. Beverages, hors d'oeuvres, and live entertainment by the Chris McGuire Band will be provided. The company invites interested authors, publishers, and members of the media to attend the event to learn more about what Red Planet plans to deliver.

"This is the start of a new era in audio publishing," said company President and "Futurist," Toby Heidel. "With the proliferation of portable media devices, spoken-word audio is exploding. Last year, there were over 9000 audiobooks published. Until now, there hasn't been a cost-effective way for self-published authors or small presses to take advantage of this phenomenal growth. It's only been the big companies that have benefited. We aim to change that." Red Planet plans to deliver a complete audiobook package to publishers and authors for as little as \$899.

Red Planet Audiobooks is positioning itself as an innovative alternative to the traditionally staid audio publishing industry. "We're open to new ideas," says Heidel. "At Red Planet, we embrace technology. We embrace change. We think we can really shake things up in this industry. We're leveraging technology to keep our production costs down for our clients. In addition, publishing still uses an outdated,



nineteenth-century distribution model to get products into the hands of customers, and it's the small companies and independent authors who lose out."

This is a revolution," continued Heidel. "That's a big reason we chose the launch day we did for Red Planet, November 5th. It's [Guy Fawkes Day](#). It may strike people as a bit risky to associate a company's launch with somebody like Fawkes, but our intention is to speak to that revolutionary spirit in people. We believe there are great voices out there that don't get heard. The global publishers control the market, and we're tired of the stagnation in ideas and innovation that results." Guy Fawkes, the English revolutionary who attempted to blow up the Houses of Parliament on November 5th, 1605, has become something of an iconic figure for anti-authoritarians.

For more information about Red Planet Audiobooks, the services they plan to offer, or more details about the November 5th launch party, contact Jenna Martin at 512-553-3929 or media@redplanetaudiobooks.com.

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