

FIREFIGHTER CHARITIES RECEIVE FUND-RAISING BOOST!

Partnership Between ETA And Firebomber Publications Announced.

GLENDORA, California (July 5, 2004) – Firebomber Publications announced a new strategic partnership today with Emergency Training Associates (ETA) designed to provide expanded fund-raising capability to firefighter associations and organizations that support firefighters.

“My intention for the Firebombers Incorporated product line has been to donate 50% of the profits to organizations that support the families of injured and fallen firefighters”, said Firebomber Publications owner Michael Archer. “This agreement with ETA will produce a very powerful partnership towards this end. By harnessing the power of the internet with the visibility of ETA’s websites, even the smallest organizations can now reach a vast community of firefighters and their supporters. By simply creating a link from their webpage to ETA’s websites, an organization can begin reaping substantial rewards through sales of Firebomber Publications books and many other products besides!”

“ETA has agreed to provide a 25% commission rate for the first two novels in the Firebombers Incorporated saga (‘Firebombers Incorporated’ and the newly-released sequel, ‘Firestorm’) while also providing a commission of up to 10% on many other items on the ETA websites to qualified firefighter support organizations who join this program as affiliates”, stated Lou and Joe Jordan (President and Vice-President, respectively of ETA).

“Not only could this turn into a fund-raising dynamo for firefighter associations and support organizations, but it removes virtually all of the burden from those organizations”, Michael Archer asserted. “Firebomber Publications provides the books to ETA, which takes care of sales processing, shipping, storage of books, and returns. This relieves firefighter support organizations from the need to order and stock books, handle receipts, deal with damaged or returned books, and all the other negatives of this sort of fund-raising venture. The only effort required of the affiliate is creation of a link from their webpage to ETA’s websites, after which they can automatically start earning money from sales at their website!”

“One additional advantage that organizations receive from this arrangement: Firebomber Publications will not offer ‘Firestorm’ to mainstream bookstores, like Amazon.com, Barnes & Noble, and Borders, until January 2005”, Michael Archer added. “This gives any ETA affiliate virtually no bookstore competition through the lucrative Christmas season this year – a definite edge for fund-raising!”

About ETA

Emergency Training Associates is the parent company that owns and operates 4 specific divisions, all serving the Emergency Services Community. EMS Books.com has been providing Emergency Services texts and training materials since the early 70's. FirehouseBooks, EmergencyTees and FirehouseFoods have grown into specific divisions of ETA over the years. A family owned and operated business, it has grown from a front porch operation to a large warehouse. They currently carry over 5000 titles of books. For more information, please visit: www.emergencybookstore.com

About Firebomber Publications

Firebomber Publications is a small press dedicated to providing exciting firefighting fiction to the general public. Firebomber Publications donates 50% of the profits from sales of the “Firebombers Incorporated” product line to organizations that support the families of injured and fallen firefighters. For more information, please visit: www.firebomberpublications.com

FOR ADDITIONAL INFORMATION, CONTACT:

Michael Archer of Firebomber Publications
(626) 915-4779 (Phone/FAX)
(626) 827-6453 (Cell)
marcher47@firebomberpublications.com