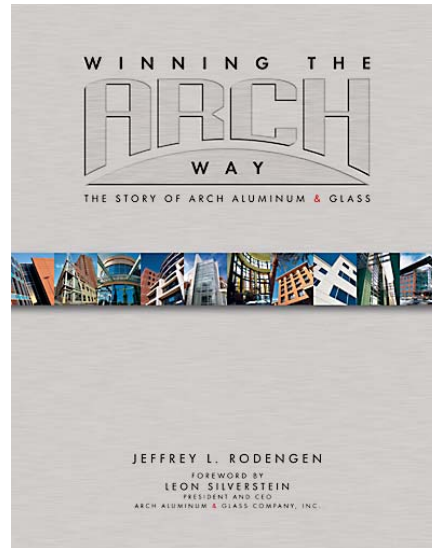


For Immediate Release



Write Stuff Enterprises announces the publication of

Winning the Arch Way:
The Story of Arch Aluminum & Glass

December 2008, Fort Lauderdale, FL — Write Stuff Enterprises proudly announces the release of *Winning the Arch Way: The Story of Arch Aluminum & Glass* by Jeffrey L. Rodengen, renown author, historian, and columnist.

Founded in 1978 with a single truck and three employees, Arch Aluminum & Glass has grown from a small South Florida glass and metal supplier into one of North America's largest architectural glass and aluminum fabricators and distributors.

Winning the Arch Way: The Story of Arch Aluminum & Glass chronicles Arch's philosophy of building long-standing relationships with its customers based on trust and integrity dating back to its humble beginnings. Arch's sales team focuses its efforts on nurturing existing clients and gaining new customers through excellent customer service and high-quality products.

Today, this family business—run by the Silversteins—operates 32 plants nationwide, employs more than 2,500 people, and boasts annual sales in excess of

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\$300 million. With its unmatched, ever-expanding product line, there is no limit to Arch's potential as it continues its climb to the top of the glass and aluminum industry.

With a foreword written by Leon Silverstein, CEO of Arch Aluminum & Glass, *Winning the Arch Way: The Story of Arch Aluminum & Glass* provides a gripping account of a company with a small-store, homespun culture that has experienced exponential growth and success since entering the business 30 years ago.

Winning the Arch Way: The Story of Arch Aluminum & Glass is now available at fine booksellers nationwide for \$39.95, or directly from the publisher, Write Stuff Enterprises, Inc., at 1-800-900-Book (2665) toll free or (954) 462-6657. For additional titles, visit www.writestuffbooks.com.

Write Stuff Enterprises, Inc., based in Fort Lauderdale, Florida, is the world's leading publisher of works on the evolution of industry and technology. Our mission is to bring to life, in full-color, coffee-table-style books, the compelling stories of the great corporations, associations, and institutions that have revolutionized the world.

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