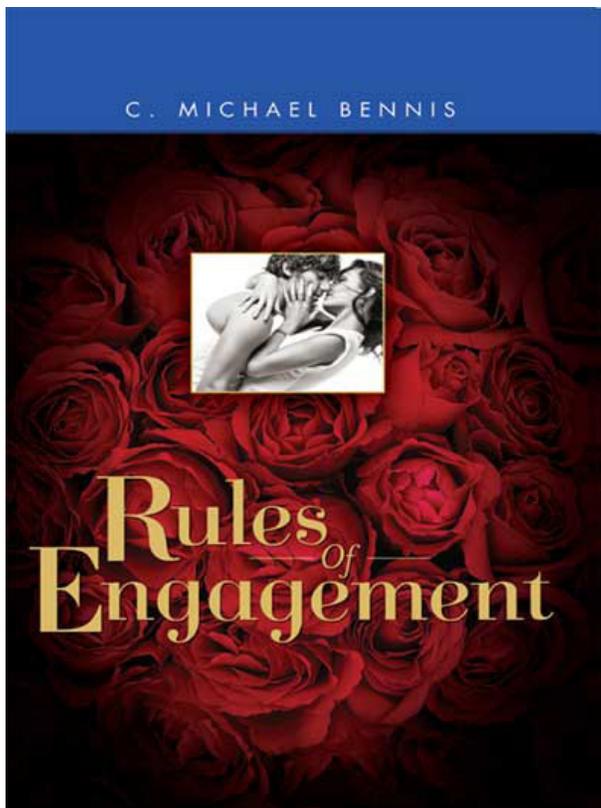


Award-Winning New novel depicts how true love knows no boundaries unless we create them

TUCSON, Ariz. (MMD Newswire) May 24, 2010 -- Rules of Engagement by C. Michael Bennis has received the NABE Spring 2010 Pinnacle Achievement Award in the category of Novel. (North American Booksellers Exchange)

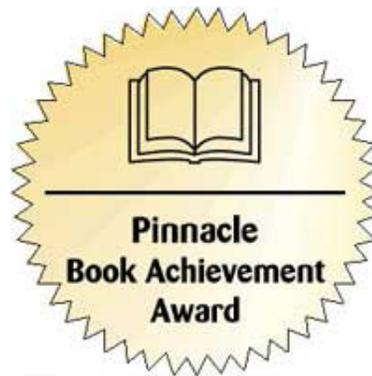
On summer holiday, Alec Santana and Nicole Bocart meet at a London club soon after graduation. With nine days to explore each other's body, they agree on the Rules of Engagement. The rules are simple. They agree not to fall in love and they agree not to reveal their identities. Nevertheless, despite their best intentions, their parting on the tenth day is devastating. Engaged to the premier's son, Nicole feels as if she has no choice but to return to her native France to fulfill her duty and Alec, bent on making himself more than a hayseed athlete from Colorado, is certain he is out of his league.

Years later, Alec, has become an advertising wizard and bestselling author. After two decades, no woman has ever replaced his love for the young lady he was once unfit to marry. Then by chance, Alec calls on the CEO of the world's 5th largest Ad Agency. The door opens and he comes face to face with Nicole. The magic is still there, and this is the final chance to reignite an unforgettable love. Carefully, both will begin to understand that love and passion endures despite time, circumstance, and reason.



Amusing, fun, and fast-paced, Rules of Engagement by new romance author C. Michael Bennis offers countless dramatic high notes and unforgettably naughty characters as it recalls the very essence of unbridled, wide-open passion. What begins as a timeless, torrid tale of young lust turns into a mid-life romp when two lovers are later reunited. This is a winning combination that tells of the underbelly of the advertising world and the softest sides of true love.

"The story is pure imagination based on an unforgettable memory," Bennis says. "Similar to the novel, I met a special young woman when I was in London to pick up my car in June 1964. That recollection provided the inspiration for the story, although the real life romance never progressed beyond London."



Kirkus Discoveries states "Bennis tempts and tantalizes...this narrative has enough twists and turns to satisfy a mystery lover, and the characters are endearing."

Rules of Engagement is available for sale online at Amazon.com and through additional wholesale and retail channels worldwide.

About the Author

C. Michael Bennis is a toy and advertising industry executive. Bennis attended Universidad Complutense in Madrid and later graduated from the University of Colorado. At the University of Colorado, Bennis was a member of the 1961 Big 8 Champion football team and the 1962 Orange Bowl squad. Bennis also graduated from the Thunderbird School of Global Management. He is bilingual in English and Spanish and lives in Arizona. Rules of Engagement is his first book.

Media Contact

C. Michael Bennis
Email: c.michael.bennis@gmail.com
Phone: (520) 444-3964
Web: www.cmichaelbennis.com

REVIEW COPIES AND INTERVIEWS AVAILABLE