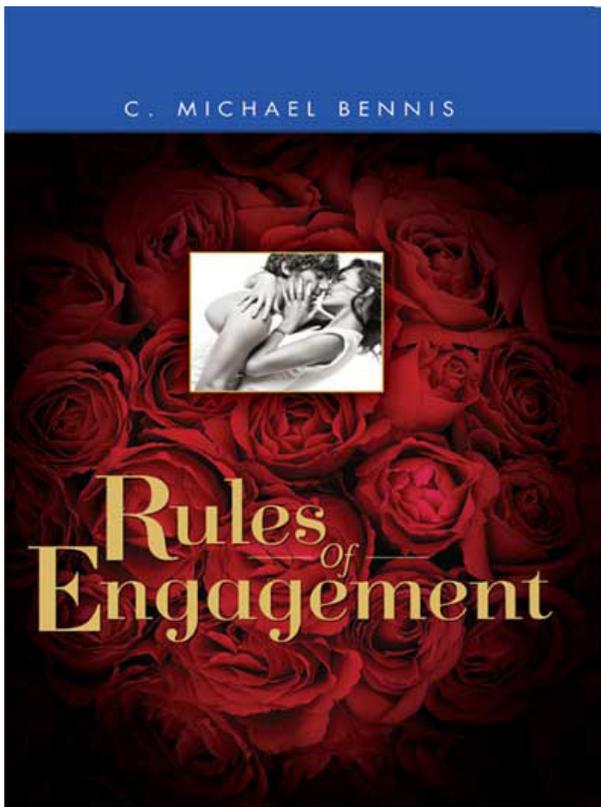


C. Michael Bennis featured on The Balancing Act Airing on Lifetime Television

TUCSON, Ariz. (MMD Newswire) November 11, 2010 -- Nov. 18, 2010 - 7:00-8:00 a.m. ET/PT - Show Host Danielle Knox, interviews romance author C. Michael Bennis, "Michael is an award winning author who does not disappoint with his latest novel Rules of Engagement. It's a thrilling love story set in exotic locales, filled with mystery, twists, turns and of course passion and romance. But does it have a happy ending? You are going to have to tune into The Balancing Act to find out."

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.



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)

"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. ISBN: 1439245835

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, where he 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.

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