

# Dow Jones LBO Wire

## Noson Lawen Invests In Trade Book Publisher Greenleaf

BY MOHAMMED ALY SERGIE

MEDIA

8/3/2011 - Media-focused Noson Lawen Partners has invested in Greenleaf Book Group LLC, a publisher and distributor of paper and electronic trade books.

Terms weren't disclosed. Noson Lawen invests \$3 million to \$10 million of equity in media companies with \$10 million to \$30 million in annual revenue, and the investment in Greenleaf was within that range, said Ted Carroll, a partner at the New York firm.

Greenleaf was founded in 1997 by Clinton T. Greenleaf, who will continue to lead the company's 38 employees in Austin, Texas. The publisher screens manuscripts and book proposals, and then collects a fee from authors for editing, producing and distributing the books. The company, which doesn't own the rights to the books, generates about a third of its revenue from book sales.

Greenleaf accepts about 3% of submitted manuscripts, and published about 150 books last year, according to Noson Lawen, differentiating Greenleaf from the "down market 'self publishing' genre."

This model, known as a hybrid book publishing model, attracts professionals who are interested in writing on a variety of topics, Carroll said, including business (which makes up about two-thirds of the titles), health and wellness, self help and fiction. The company's recent releases range from "You Can Present With Confidence" and "6 Steps to 7 Figures" to "My Purple Toes."

Amid contracting demand for paper books, these authors want a physical product that they can sell at conferences and other venues, Carroll said. "I guess the story here is that the book publishing industry ain't dead yet, not by a long shot and probably has an eternal life."

Greenleaf didn't respond to a request for comment.

Noson Lawen, of New York, has closed a deal a year since raising its \$45 million Noson Lawen Partners LP in 2006. Carroll said the firm has been very selective picking its target in an industry "that just got crushed," and its main "criteria has been models that have withstood the tsunami and are growing despite the other conditions in the market."

Carroll said he has already fielded two "unsolicited marriage proposals" for Greenleaf, but the firm will probably focus on organic expansion rather than bolt on other publishers.

Reach Noson Lawen at 212-302-2435.