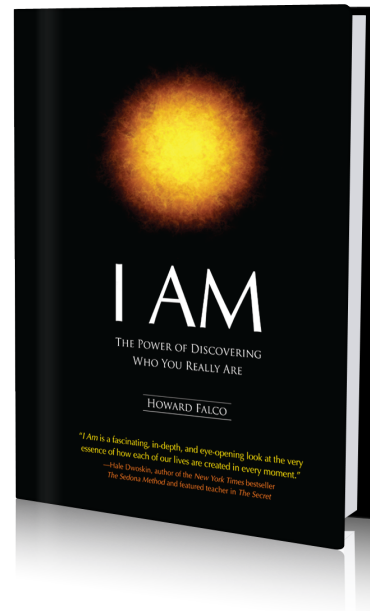


For group sales and more information please contact Lauren Reddy at Tarcher/Penguin Group Lauren.Reddy@us.penguin.com 212-366-2536

Scheduled for release through Tarcher-Penguin Group on September 2nd, 2010, Howard's new powerful book on self-realization: **I AM: The Power of Discovering Who You Really Are**. I AM will take you on an amazing journey of self-discovery, providing a passageway to an entirely new way of looking at who you truly are and the unlimited possibilities that exist for you in life.

As you learn through the book in detail how you powerfully create from the inside out, you begin to allow yourself access to the stunning awareness and answers that provide you with an expanded insight on the nature of life. This understanding leads to a greater feeling of personal creative power, joy, and lasting peace and contentment.

*“**I AM** is a powerful book about self-realization. Howard Falco offers a profound explanation of the nature of your own existence and an understanding of the life you are capable of creating.”*



-Marci Shimoff, #1 NY Times bestselling author, **Happy for No Reason**, co-author of *Chicken Soup for the Woman's Soul*, and featured teacher in **The Secret**.

*“Years ago I had a dream in which the wisdom of the Universe was downloaded to me in a split second. By the time I woke up the next day, the only memory of the dream evaporated in the morning light. Howard Falco had a similar experience and fortunately for all of us, he has remembered the download. His book **I AM** offers clear, concise and useful wisdom that provides a road map to discovering who we really are.”*

-Arielle Ford, author of **The Soulmate Secret** Manifest the Love of Your Life with the Law of Attraction (Harper One, January 2009)

"This is a magical book that is both Powerful and empowering! Howard Falco has delivered an ancient wisdom with a practical modern day application. Imagine unleashing your infinite potential....with the wisdom of I AM you will connect to a passion and purpose that will forever change the way you live."

-Dr. Darren R. Weissman, author of **The Power of Infinite Love & Gratitude** (Hay House 2007)

There are many key messages in the book that have the power to produce a positive change in your life. **Some of the things you will discover in the book are:**

- How you create your experience of life
- How to take control over your state of mind
- Why you have emotions
- Why you have need and addictions
- The meaning and purpose behind every experience of life
- How to shorten the "time" it takes to create what you desire
- Why you have fear and how to dissolve it
- How to get the answer to any question
- The gift that is in every moment of life
- The most powerful and life changing force in the universe
- A path to the lasting experience of peace, love and joy

"I AM is a book that provides a fascinating in-depth and eye-opening look at the very essence of how each of our lives are created in every moment."

-Hale Dwoskin, author of The New York Times Best Seller, **The Sedona Method** (Sedona Press 2007) and featured teacher in **The Secret**.

"The issue is not whether the answer to any question exists, but only a matter of whether or not you are ready to embrace the new way of looking at and experiencing the world that these answers will bring."

-Howard Falco