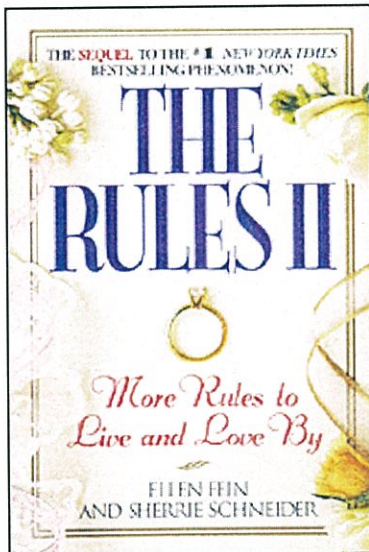


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A U T H O R   B I O G R A P H Y

~ Wednesday, October 22, 1997 7 PM ~

## Ellen Fein & Sherrie Schneider: THE RULES II



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Just last year, Ellen Fein and Sherrie Schneider's hit book THE RULES arrived in bookstores and proceeded to shake up the dating world. Single women everywhere who had previously bemoaned their dating woes all of a sudden had a bible by which to dictate their relationships, and seemingly overnight a cultural frenzy erupted. THE RULES was everywhere, and so were the authors, appearing nationwide on radio shows, on national television programs such as "The Oprah Winfrey Show" and "20/20," and in bookstores. Reviews of the book appeared in countless publications and periodicals, and it reached number one on almost every bestseller list in the country. Frankly, the book got it on -- be it on people's nerves or their night tables. It was an overnight success, illustrating the need felt by single women everywhere for some guidelines on the games of love and winning over Mr. Right when all was said and done.

One year later, there still remain many games to be played, and rules to live by, in any successful relationship. Fein and Schneider have delivered their second installment of dating etiquette dos and don'ts and when to do them, in THE RULES II: MORE RULES TO LIVE AND LOVE BY. The authors received so many letters and met so many overjoyed women who had met the man of their dreams by following THE RULES that the stage set itself for a second installment of advice to the dating public -- the lovelorn or the lovesick, the scorned or the suffocated, the ambivalent or the assertive -- much of it answering the specific dating scenarios posed by women readers nationwide. How do you win an ex-boyfriend back? What are the Rules

when you enter into a long-distance relationship? How about same-sex relationships? What are the Rules for dating a celebrity, and how do the Rules change for him? What are the Rules for cyberdating? In hopes of continuing to help women challenge their dates to continue their amorous pursuits, Fein and Schneider put to rest here any misconceptions or confusion concerning their formula for successful relationships.

There are chapters of new advice for women in existing relationships, and for married, widowed, and recently divorced women, everything from identifying Mr. Wrong to getting the right man to the altar. The extraordinary success of THE RULES leads one to believe that the guidelines may actually work; THE RULES II promises more lasting and loving relationships for women around the country -- and probably more healthy controversy, too.

### About the Authors

Ellen Fein is a graduate of New York University and lives on Long Island, New York, with her husband and two children. Sherrie Schneider is a magazine writer and lives in New Jersey with her husband and child. Ever since they began weekly meetings in a Chinese restaurant 15 years ago, lamenting their dating woes and discussing their friends' relationships, these two have been formulating and formatting their rules for dating that have now become so popular. They have come a long way, having been featured on "Dateline NBC" and the "Today" show, chronicled in *People*, *Time*, *Newsweek*, *The New York Times*, the *Los Angeles Times*, *The Washington Post*, and *USA Today*, and even spoofed in a skit on "Saturday Night Live." Since the success of the first book, there have been several spin-offs, adaptations, and parodies of THE RULES, written by other authors, but none have garnered the attention of the original.



From left: Sherrie Schneider and Ellen Fein.