

**The Audacity to Win by David Plouffe,  
Campaign Manager, Obama for President,  
to be published by Viking**

New York, February 4, 2009 ----Viking acquired world, first serial and audio rights to David Plouffe's chronicle of the Obama for President campaign, the most fascinating political journey of our time. The book, tentatively entitled, **The Audacity to Win: The Inside Story and Lessons of Barack Obama's Historic Victory** was acquired by Clare Ferraro, President of Viking, with Robert Barnett of Williams & Connolly. The book will be edited by Wendy Wolf, editorial director of non-fiction at Viking, and is scheduled for publication in the fall of 2009.

**The Audacity to Win** will share the story of the Obama for President campaign, written by the man who led it from day one through its triumphant victory. From the deliberations about whether to run against long odds, the epic primary battle with Hillary Clinton, the drama of the general election campaign against John McCain and the strategic roads taken – and not taken throughout – this book will provide the only insider account of the two year campaign that led to Barack Obama being elected the nation's Forty-Fourth President. The book will also detail the business lessons to be learned from the formation and the functioning of an unprecedented \$1 billion start-up – use of technology, crisis management, grassroots, and personnel management.

Commenting on the book deal, Plouffe said, "I am thrilled that my book will be published by Viking. They, like I, believe this book should celebrate the improbability of President Obama's victory, the role smart strategy and precise execution played in the result and the power of the grassroots movement that was inspired by President Obama and harnessed by the campaign." He continued, "Together, we endeavor to do proper justice to the unprecedented 2008 presidential campaign, the wonderful staffers and volunteers who made it happen, all the amazing twists and turns that made it a riveting event for the entire world, and the amazing abilities and character of our candidate."

Clare Ferraro added, "Viking is excited to publish **The Audacity to Win**, to share the story of the most important political campaign in modern times, by the man who went through it side by side with President Obama. The book will illuminate the campaign that captured the nation's imagination and drove public discourse for over two years. Viking is proud to add David Plouffe to its long list of bestselling and award-winning authors."

David Plouffe served as the campaign manager for Barack Obama's primary and general election victories in 2008. He was the architect of the strategy for both elections. Prior to the Obama campaign, Plouffe served as a leading Democratic Party media consultant from 2001 to 2007, playing a key role in electing U.S. Senators, Governors, Mayors and House members from across the country. He has also managed two United States Senate races, one U.S. House race, and the national party committee responsible for all 435 U.S. House races.

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