



**Kelly Perdeu, Winner of “The Apprentice 2” and Executive Vice President
With the Trump Organization Announces Breakout Book on
Military Leadership Principles for Business**

Kelly Perdeu Signs Deal with Regnery Publishing for National Distribution January 2006

New York, NY August 8th, 2005 --- “The Apprentice 2” winner, former U.S. Army Officer and Executive Vice President of Trump Ice with the Trump Organization, Kelly Perdeu, announced today that he will be authoring an exciting new book to debut in January of 2006. The book, tentatively titled: ***Take Command: 10 Leadership Principles Learned in the US Military applied under Donald Trump***, expounds on the strong connection between military leadership and business success and offers an insider’s look at Donald Trump, the leader.

The new book, published by Regnery Publishing and sold by Sharlene Martin of Martin Literary Management, will highlight leadership principles learned through Kelly’s experience in the military as well as his tenure working under the leadership of one of the world’s most fascinating and successful business leaders, Donald Trump. Kelly also shares insights from former military leaders turned business professionals. Contributors thus far include: Jim Kimsey (USMA, Founding CEO of AOL), Ross Perot (USNA, Founder Perot Systems), Roger Staubach (USNA, CEO Staubach Company), Pete Dawkins (USMA, Vice Chair Citigroup), and Marsha Evans (Rear Admiral, Navy, CEO – Red Cross).

“All of us at Regnery are delighted to be working with Kelly on this project,” said Marji Ross, Regnery Publishing President. “We are convinced that his insights, enthusiasm and knack for success will make this book required reading for anyone hoping to succeed in today’s business environment.”

“In all of my business endeavors, my military experience was a key advantage in every stage of a project’s development,” said Kelly Perdeu. “I feel that this book, with the help of the business leaders who have given me their insight, will open the eyes of the business world to a new way of looking at the military and its principles. It will also serve as a guide for the service men and women leaving the military to start their civilian careers.”

For more information and updated news regarding ***Take Command: What I Learned from the U.S. Military and from Donald Trump***, interested parties can visit www.kellyperdew.com.

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