

For Immediate Release  
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**Hitting Bookshelves This September**  
**TEN SPEED PRESS SET TO PUBLISH “HOLLYWOOD,  
BEVERLY HILLS & OTHER PERVERSITIES” THIS FALL**

HEALDSBURG, CALIFORNIA — (July 2008) — Berkeley-based *Ten Speed Press* announces that it is set to publish “Hollywood, Beverly Hills & Other Perversities,” an irreverent look at the popular culture of the 1970s and early 1980s by onetime *Los Angeles Times* photographer George Rose.

The beautifully printed, duotone black and white photo book was designed by Jennifer Barry. The 192-page medium-sized coffee table format book will be in stores (\$30) this September. Several photographic exhibitions in support of the book are in the planning stages, including one at Mumm Napa’s Fine Art Photography Gallery, set to open on May 16, 2009.

As a young photographer for the *Los Angeles Times*, Rose was planted squarely in the maelstrom that is sometimes known as Hollywood. Focusing his camera on movie premieres, award ceremonies, arena concerts and Sunset Boulevard nightclubs, Rose captures what can only be described as the renaissance of Hollywood, a golden age of film, music and the arts.

“Hollywood, Beverly Hills & Other Perversities” chronicles the top musicians, film and television stars, and politicians of the era including presidential candidate Ronald Reagan, Los Angeles mayor Tom Bradley and Los Angeles Dodgers coach Tommy Lasorda. Also included are actors John Travolta, Dustin Hoffman, Jane Fonda, and George Burns, and rock stars Deborah Harry, Keith Richards, and Little Richard. Fads, trends and events of the time are included in the book. From disco to punk, mud wrestling to wet t-shirts, Academy Awards to Emmy Awards, the late 1970s and early 1980s proved to be a pivotal cultural capsule of America.

Opening “Hollywood, Beverly Hills & Other Perversities” is a foreword by *Los Angeles Times* Pop Critic Patrick Goldstein. Goldstein writes about the photographer, “Blessed with an uncanny instinct for being in the right place at the right time, Rose was always where the action was, as if you’d transplanted Weegee from the 1940s-era Bowery to the 1980s-era Sunset Strip. As this gallery of images attests, whether Rose was in a tiny room at the Chateau Marmont or at the edge of the stage at a sold-out Forum concert, he could always capture a revealing or unguarded moment.”

As a freelancer, Rose’s work has appeared in *Rolling Stone*, *Time*, *Newsweek* and *USA Today*, and he was twice nominated for a Pulitzer Prize while at the Los Angeles Times. Rose is also a recipient of a World Press Award for one of the few still photos ever taken of an earthquake as it is actually occurring. Rose is currently Vice President of Public Relations at Kendall-Jackson Winery.

For more information on “Hollywood, Beverly Hills & Other Perversities,” please go to [www.tenspeed.com](http://www.tenspeed.com). For more information about upcoming exhibits in support of the book, please go to [www.georgerose.com](http://www.georgerose.com).