

VISIONARY CEO CHARLES G. KOCH
SHARES HIS UNIQUE AND INNOVATIVE MANAGEMENT FRAMEWORK
THAT BUILT ONE OF THE WORLD'S LARGEST
AND MOST SUCCESSFUL COMPANIES
"GOOD PROFIT" TO BE PUBLISHED BY CROWN BUSINESS IN OCTOBER 2015

February 26, 2015 (NEW YORK, NY) – Crown Business, an imprint of the Crown Publishing Group, has agreed to publish Chairman of the Board and CEO Charles G. Koch's thought-provoking and prescriptive book detailing the proven success of the management principles and business philosophy at the center of Koch Industries, Inc. *Good Profit: How Creating Value for Others Built One of the World's Most Successful Companies*, will be published in North America in October 2015, in print, digital, and audio by Random House Audio.

The book's publication was announced today by Tina Constable, Senior Vice President and Publisher of Crown Business, who acquired world, audio, electronic, and first and second serial rights to the work. Leah Spiro of Riverside Creative Management, Inc. represented Koch Industries. Talia Krohn, Senior Editor at Crown Business, will edit the book.

In the business community, Charles Koch is known as a visionary who grew Koch Industries into the second-largest private company in America with revenues of approximately \$115 billion according to Forbes. Koch companies have a presence in about 60 countries and employ more than 100,000 people worldwide, with 60,000 of those in the U.S. Charles has been intimately involved in the day-to-day management of the company's business operations since 1961. He assumed the reins of the company in 1967 following his father's death. It is largely thanks to Charles' holistic approach to management – which he has dubbed and trademarked Market-Based Management – that the company's value has increased 4,600 times under his leadership.

Good Profit details the management principles that have fueled Koch Industries' astounding rise –and shows readers how to apply them in any business or other organization, and in their personal life.

"I believe good profit is the result of principled entrepreneurship," said Koch. "It occurs when businesses produce products and services that help people improve their lives, and do so while using fewer resources. This – rather than seeking corporate welfare – is the proper role of business. At Koch Industries, we use a framework called MBM®, which is based on a system of mutual benefit, respect for our customers' values and jobs that bring genuine fulfillment. I credit much of our remarkable success (and ability to overcome setbacks) to MBM. It is my hope that this book will enable many others to also succeed by benefitting society."

"Charles Koch is undeniably one of the great business icons of our time. His MBM® technique is the definitive treatise on management that we look forward to bringing to a wide readership," said Constable. "We are thrilled to be Charles's publishing partner for his book."

ABOUT THE AUTHOR:

Charles G. Koch is chairman of the board and CEO of Koch Industries, Inc., a position he has held since 1967. He is renowned for growing Koch Industries from just \$21 million in the early 1960s to its current revenues of about \$115 billion according to Forbes. . He is ranked 4th on Forbes' list of America's richest people. He has continuously supported academic and public policy research (including many Nobel Prize winners) for more than 50 years, and has helped build a number of number of organizations focused on research, policy, and education to advance the understanding of the free society, including the Cato Institute, the Institute for Humane Studies, and the Mercatus Center. He supports numerous nonprofits through the Charles Koch Foundation and the Charles Koch Institute, including an organization called Youth Entrepreneurs, which teaches at-risk high school students the values and skills they need to succeed in life. The Charles Koch Foundation provides grants to more than 250 colleges and universities for more than 400 research and education programs. As a reflection of Mr. Koch's business leadership and community involvement, he has received numerous honors and awards including several for philanthropic leadership, entrepreneurial leadership and distinguished citizenship. He holds a bachelor's degree in general engineering as well as two masters degrees in nuclear and chemical engineering from MIT. He has been married to his wife, Liz, for 43 years and they have two children.

Crown Business is an imprint of The Crown Publishing Group, a division of Penguin Random House, LLC. Penguin Random House (<http://global.penguinrandomhouse.com/>) is the world's most global trade book publisher. It was formed on July 1, 2013, upon the completion of an agreement between Bertelsmann and Pearson to merge their respective trade publishing companies, Random House and Penguin, with the parent companies owning 53% and 47%, respectively. Penguin Random

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