



## **Bene Media and Rumble Press Announce Publication of *Blogging Enron: The Enron Broadband Story* by Cara Ellison**

**London, UK and Houston, TX, USA (January 1, 2014)** – Rumble Press and Bene Media announced today the publication of the nonfiction book, *Blogging Enron: The Enron Broadband Story* by author, Cara Ellison. *Blogging Enron: The Enron Broadband Story* covers the saga of Enron Broadband Services (EBS) – the company, the people, and the legal events which eventually consumed the lives of so many of its executives.

The Enron criminal cases were momentous legal events, among the most important white collar criminal cases in American history. Yet, despite the significance of the cases and the widespread recognition among the American public of the “Enron” name, the story of EBS, one of the most innovative and ambitious communications companies to launch during the dot-com boom days of the late 1990s, has remained essentially an untold story. The publication of Cara Ellison’s *Blogging Enron: The Enron Broadband Story* now brings this incredible story to light.

*Blogging Enron: The Enron Broadband Story* is based on Cara Ellison’s many years of research and blogging on the topics of Enron and EBS. The book includes insight from interviews and discussions with a number of people intimately associated with the EBS company and legal case – including defendants, attorneys, and ex-EBS employees.

“Rumble Press is delighted to publish this informative and intriguing book,” said a spokesperson for Rumble Press. “To our knowledge, this is the only book to-date that covers the Enron Broadband business in any appreciable detail. In addition, it is perhaps the only book that covers any of the actual Enron-related legal trials themselves in detail. That makes *Blogging Enron* not just an enjoyable book, but an important one also.”

“I am excited to finally get the Enron Broadband story out in book form,” said author, Cara Ellison. “I have been blogging about Enron for years, and my posts about Enron Broadband have always been among my most popular pieces. The book includes many of my posts about Enron Broadband, expanded with tons of new information pulled from my research and interviews. I have tried to apply the same passion and feistiness to my book that readers tell me they enjoy in my blog posts. I look forward to seeing how readers respond to the book.”

### **About Cara Ellison**

Cara Ellison is a business executive, a writer, and a blogger. Cara’s blogs include *Enron Online: The Enron Blog*, the blog that inspired her book, *Blogging Enron: The Enron Broadband Story*. Cara has lived in Houston, New York, and Washington, D.C. She currently resides in London. In addition to *Blogging Enron: The Enron Broadband Story*, Cara’s most recent books include the novel, *At Any Cost*, available at Amazon, iBookstore, Barnes & Noble, Kobo, and Ganxy. The sequel to *At Any Cost* is scheduled for release soon.

### **About Bene Media**

Bene Media is an independent marketing, public relations, and events agency. Bene Media enjoys working with rising-star entrepreneurs and fiercely independent start-ups who love their companies or their projects. It is the mission of Bene Media to help these bold people crystallize their marketing and public relations strategies. For more information, visit [www.bene-media.com](http://www.bene-media.com).

### **About Rumble Press**

Rumble Press is an independent publisher that focuses on high-quality books from authors who bring unique perspectives to their subject matter. The hallmark at Rumble Press is a close creative and commercial collaboration with its authors. Rumble Press selects a limited number of authors and manuscripts to work with so that each project gets careful attention. For more information, visit [www.rumble-press.com](http://www.rumble-press.com).

### **Press Contacts:**

Rumble Press    [www.rumble-press.com](http://www.rumble-press.com)    [info@rumble-press.com](mailto:info@rumble-press.com)  
Bene Media     [www.bene-media.com](http://www.bene-media.com)    [hello@bene-media.com](mailto:hello@bene-media.com)