

Michael Connelly's Murder Book, A New True Crime Podcast,
Exclusively Represented by Authentic

*New Murder Book Podcast to be Announced at the IAB Podcast Upfront Showcase in New York
Explores Cases Directly from the Front Lines of the American Justice System*

September 6, 2018 -- Authentic is announcing *Michael Connelly's Murder Book*, a new true crime podcast created by the executive producer of BOSCH and one of the world's most recognized and bestselling crime novelists. Michael Connelly began his thirty-year writing career as a crime beat reporter. There are now over 74 million copies of his books sold worldwide and translated into 40 languages. Murder Book takes Connelly back to his journalist roots where the stories shared between cops, detectives, judges and lawyers are *real* and not fiction.

Murder Book Podcast

Wiretaps, witness interviews, court recordings and detective recollections piece together this true crime podcast hosted by best selling author Michael Connelly that explores real homicide cases not covered by mainstream media. Murder Book Podcast Season One is: The Tell-Tale Bullet. The podcast dives into a thirty-year-old Hollywood carjacking gone wrong that tests the limits of the American criminal justice system.

The new podcast will premier on Apple Podcasts in Q1 2019.

"I have written 32 novels that have sold more than 70 million copies around the world but my success as a guy "who makes it up" came after a career as a journalist who covered law enforcement and crime for newspapers on both coasts," said Michael Connelly. "No matter what success I achieve as a storyteller I have always and will always feel I am still a journalist at heart — I put the truth in my novels and I research them like a reporter on a story. In the last couple years as I have seen a growing threat against the integrity of journalism and law enforcement, it has awakened a desire in me to return in some way to telling the real stories of the unsung heroes of law enforcement. What better place than in a podcast, which I view as the new arena of journalism. It is not the written truth but the spoken truth. The Murder Book podcast will tell it like it is from the front line of the justice system, exploring the stories of law

officers who are relentless in their pursuit of justice and the truth. These will be stories that inspire me and may inspire the listeners as well.”

About the IAB Upfront Showcase

A special one-day marketplace on September 6th designed for advertisers and media buyers to preview the latest in innovative podcast programming from some of the biggest names in the digital audio arena. The event aims to educate and raise awareness around the power of podcasts as a valuable platform to reach consumers. Presenters will share their content offerings and opportunities with which advertisers can effectively align their brands. Authentic is a presenting sponsor of the event.

About Authentic, a Podtrac Company

Started in 2005 as Podtrac ad services, Authentic has been providing advertising representation for podcasts and supporting advertiser media planning longer than any other podcast ad rep firm. Authentic represents over 300 top podcasts including *This American Life*, *Serial*, *This Week in Tech* and others. Leading brand and direct response agencies and advertisers rely on Authentic to test and scale successful podcast ad campaigns to reach their targets with measurable results.

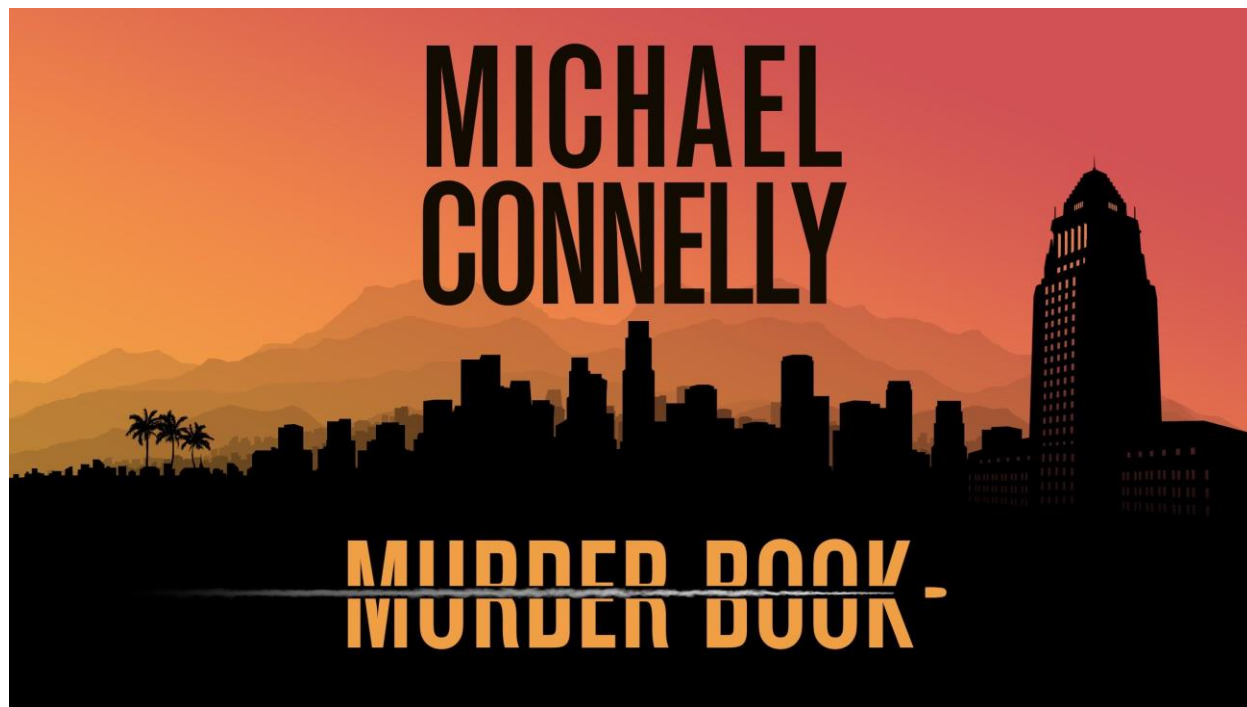
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About Michael Connelly

Michael Connelly is the bestselling author of thirty-one novels and one work of nonfiction. With over seventy-four million copies of his books sold worldwide and translated into forty foreign languages, he is one of the most successful writers working today. A former newspaper reporter who worked the crime beat at the Los Angeles Times and the Fort Lauderdale Sun-Sentinel, Connelly has won numerous awards for his journalism and his fiction. His very first novel, *The Black Echo*, won the prestigious Mystery Writers of America Edgar Award for Best First Novel in 1992. In 2002, Clint Eastwood directed and starred in the movie adaptation of Connelly's 1998 novel, *Blood Work*. In March 2011, the movie adaptation of his #1 bestselling novel, *The Lincoln Lawyer*, hit theaters worldwide starring Matthew McConaughey as Mickey Haller. His most recent #1 New York Times bestsellers include *Two Kinds of Truth*, *The Late Show* (featuring his new character, LAPD Detective Renée Ballard), *The Wrong Side of Goodbye*, and *The Crossing*. His next book will be a Ballard and Bosch novel titled *DARK SACRED NIGHT*, which

will be published on October 30, 2018. Michael is the executive producer of BOSCH, an Amazon Studios original drama series. The show is based on his bestselling character Harry Bosch, starring Titus Welliver. The show is currently in production on its fifth season which will air in spring of 2019. He is also the executive producer of the documentary film, SOUND OF REDEMPTION: The Frank Morgan Story. He spends his time in California and Florida.





MICHAEL CONNELLY



**MUDDERED BOOK -
MURDER BOOK**