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MILF This! Confessions of a Hot Mamma Earns Prestigious National Indie Excellence Book Award for Ms. Cheevious Herself, Lisa Jey Davis

MILF This! one of hottest unpublished titles around. Davis will attend Book Expo 2007 in New York City next month.

(New York, NY / Aspen, CO) May, 2007 – Lisa Jey Davis has started a sensation with *MILF This! Confessions of a Hot Mamma* (aka. *Ms. Cheevious in Hollywood*). Recently, the title was honored with a coveted National Indie Excellence book award as a finalist in the Women's Issues category. Davis' title was one of only ten unpublished manuscripts honored by Indie Excellence. Now, Ms. Cheevious is off to New York to appear at Book Expo 2007. Let the bidding war begin.

MILF This! is Davis' own story, and holds natural appeal to women (and men). In the aftermath of a bitter, devastating divorce, Davis landed a job of a lifetime as a talent manager and booker working in music television in Los Angeles. Now, as apparent yummy mommy amid a stable of younger, hot men, she found herself in a new role, MILF. Fascinated by the concept, and surprised by the attention, Davis thrives. She learns divorce is more a beginning than an ending and becomes a woman in full flight. *MILF This!* is full of the juicy details depicting Davis' flirtations and dalliances with young men and loaded with insider entertainment industry dirt.

MILF This! Confessions of a Hot Mamma is a multi-market marvel. It's a guide for newly divorced women, hungry for a perspective on getting their lives back on track after a messy split. For plugged-in members of a media-savvy generation, it's a behind-the-scenes look at how the music and television industries actually work. It's a look at MILF as an emerging concept. And it appeals to anyone looking to lose themselves in a fun, flirty page turner.

Join Lisa Jey Davis at Book Expo 2007 where she will be entertaining offers for a publishing deal and for an agent to represent her. Significant advance buzz is expected to lead to great interest, based not only on her Indie Excellence book award, but also on Davis' profile as a writer, speaker and media commentator. She is a trusted expert on a variety of issues, including dating and singleness, various women's issues, marketing, motivation and stress management.

About Lisa Jey Davis

Lisa Jey Davis has a rich, varied set of experiences informing her work. Starting out writing ad copy in a small media business in Albuquerque, she has been a marketing and public relations consultant to varied industries such as internet, technology, professional disciplines and publishing.

Visit: www.lisajeydavis.com
www.MsCheevious.com or www.milfthis.com
Indie Excellence Book Awards results: www.pubinsider.com/indieresults.html

For information on the emergence of the MILF in popular culture, read NY Magazine's article: <http://www.emailthis.clickability.com/et/emailThis?clickMap=viewThis&etMailToID=107976726>

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