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ROCHESTER POP CULTURE AUTHOR RECONSTRUCTS TWO '70s SHOWS

Herbie J. Pilato to Sign Two Books Saturday, Nov. 17

Rochester, N.Y. -- (November 12, 2007) Author Herbie J. Pilato of Rochester will sign copies of two new TV pop culture books this Saturday, Nov. 17 at 1 p.m. at the South Village Clubhouse, 2515 Culver Road in Irondequoit (The Shire at Culverton).

Mr. Pilato's newest books are:

The Bionic Book: The Six-Million Dollar Man and The Bionic Woman Reconstructed

Life Story – The Book of Life Goes On, TV's First and Best Family Show of Challenge

Both books are published by BearManor Media, which specializes in quality entertainment and nostalgia books and biographies.

Mr. Pilato's BIONIC book coincides neatly with the popular new NBC show, The Bionic Woman, which airs Wednesday and Saturday evenings and on the internet. The engaging author's career could be classified as "bionic," as he persisted through more than 75 rejections before publication of his first pop-culture smash best-seller, The Bewitched Book (1992). Since then, he has written five published tomes about entertainment nostalgia, including Bewitched Forever (2005), The Kung Fu Book of Wisdom (1995), The Kung Fu Book of Caine (1993) and his two current literary releases.

THE BIONIC BOOK explores in-depth social, psychological medical and scientific influences of the TV lives of Steve Austin and Jaime Sommers, two of the most popular superheroes of the television age. More than a trivia book, it features exclusive interviews with series' stars Lee Majors, Lindsay Wagner, Executive Producer Harve Bennett and series creator Martin Caidin. Richard Anderson, who deftly portrayed Oscar Goldman in both series, wrote the foreword for that book.

LIFE STORY captures the appeal and social messages of the enormously popular Life Goes On show, which tackled some heady current affairs issues in prime time.

Mr. Pilato was graduated by Aquinas Institute and Nazareth College before enrolling Television & Film Studies at UCLA. He is an actor and singer when he is not researching pop TV culture for one of his books, with credits such as General Hospital, The Bold and the Beautiful, The E! True Hollywood Story, A&E's Biography and Entertainment Tonight. He co-produced The 100 Greatest TV Characters and The Learning Channel's Behind the Fame series. His next book, with an expected release date in Spring 2008, is titled NBC & ME: MY LIFE AS A PAGE IN A BOOK.