

# PRESSURE IS A PRIVILEGE

## Lessons I've Learned from Life and the Battle of the Sexes

by Billie Jean King . . . with Christine Brennan

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For Immediate Release

### Billie Jean King to Release New Book in August

*Pressure is a Privilege: Lessons I've Learned from Life and the Battle of the Sexes* is King's First Book in 20 Years

NEW YORK, NY (May 28, 2008) --- *Pressure is a Privilege: Lessons I've Learned from Life and the Battle of the Sexes*, the first book by sports icon and social activist Billie Jean King in more than 20 years, is scheduled to be released August 12, 2008. Pre-orders of the book are available at [www.WTT.com](http://www.WTT.com).

Published by LifeTime Media and written with sports journalist Christine Brennan, King's new book chronicles a series of life lessons that guided her to the world stage and her historic Battle of the Sexes match with Bobby Riggs, held September 20, 1973 in Houston, Texas. Academy Award-winning actress Holly Hunter wrote the preface for this new book. *Pressure is a Privilege* is distributed in North America by the Perseus Book Group

"Published in conjunction with the 35th anniversary of one of the most pivotal moments not just in the history of women's sports, but in American culture, *Pressure is a Privilege* uses the Battle of the Sexes match as a backdrop to illustrate the life lessons that led to Billie Jean's success in sports, life and in the world at large," said Jacqueline Grace, president of LifeTime Media, Inc.

*Pressure is a Privilege* is King's eighth book. She previously authored *We Have Come A Long Way: The History of Women's Tennis* (w/Cynthia Starr, 1988); *Billie Jean* (with Frank Deford, Viking, 1982); *Playing Better Tennis* (with Reginald Brace, 1981); *Tennis Love: A Parent's Guide To The Sport* (with Greg Hoffman, 1978); *Billie Jean* (with Kim Chapin, 1974); *Billie Jean King's Secrets of Winning Tennis* (with Joe Hyams, 1974); *Tennis To Win* (with Kim Chapin, 1970).

Billie Jean King has long been a champion for social change and equality. King created new inroads for women in sports and beyond during her legendary career and she continues to make her mark today. As a tennis player, King won 39 Grand Slam singles, doubles and mixed doubles titles, including a record 20 titles at Wimbledon. She founded the Women's Tennis Association (1973), the Women's Sports Foundation (1974) and co-founded World TeamTennis (1974). King currently serves on the boards of the Women's Sports Foundation and the Elton John AIDS Foundation and has launched GreenSlam, an environmental initiative challenging the sports industry to become more environmentally aware and active.

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Founded in 1994 by Jacqueline Grace, LifeTime Media has been a book packager and literary agency specializing in the creation and marketing of branded books, commercial non-fiction, select fiction, children's books and related products. Through the years, LifeTime Media has successfully partnered with such leading publishers as Warner Books, Little Brown, Pocket Books, Harper Collins/Morrow, Rodale, Regan Books, Avery, Clarkson Potter, Putnam, and Thomas Nelson. LifeTime Media has developed successful book packages for such nationally recognized brands as Maxwell House, Meow Mix, American Lung Association, Bridal Guide magazine, and fashion designer Jessica McClintock.

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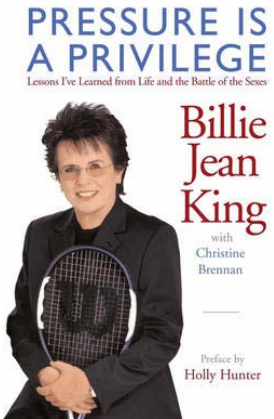
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## Billie Jean King book

Cover of Billie Jean King's new book "Pressure is a Privilege", to be released Aug. 12, 2008.

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