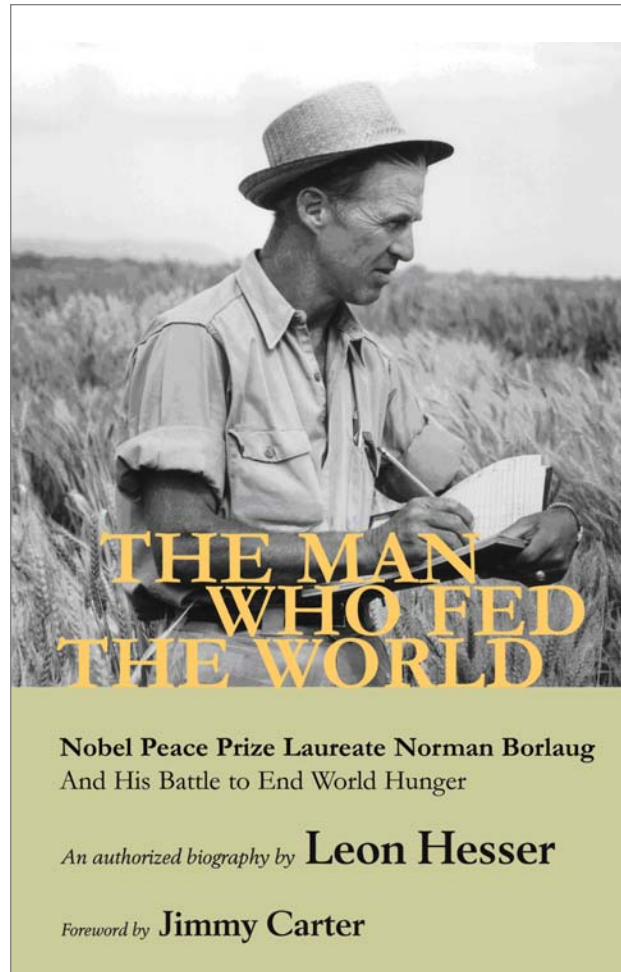


Heart Land Publicity



Dear friends:

I am proud to announce the newly available authorized biography of Dr. Norman Borlaug, written by Leon Hesser, published by Durban House Publishing Company, Inc., available through Amazon.com August 1st and in book stores September 6, 2006. Please contact me if you would like to set up author speaking engagements, interviews, or book signings.

Thank you sincerely,

A handwritten signature in black ink, which appears to read 'Diana Oleskow Lubich'.

Diana Oleskow Lubich, publicist
Heart Land Publicity, LLC

About the Book

"The Man Who Fed the World" is the story of an Iowa farm boy, who attended a one-room school, initially flunked the university entrance exam, was awarded the Nobel Peace Prize in 1970, and at age 92 is distinguished professor at Texas A&M University and still travels the world in his battle to end world hunger.

FOREWORD BY JIMMY CARTER

www.manwhofedtheworld.com

Award-Winner in the biography category of the Best Books 2006 Book Awards.

Praise for "The Man Who Fed the World"

"Dr. Borlaug's scientific achievements saved hundreds of millions of lives and earned him the Nobel Peace Prize and the distinction as one of the 100 most influential individuals of the 20th Century."

Jimmy Carter

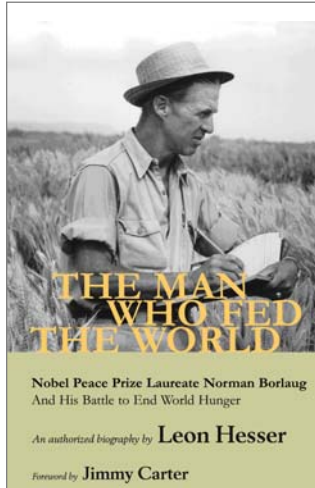
"The biography of one of the greatest men of our time is written in the same fast-paced, common sense style that has characterized the amazingly creative life of Norman Borlaug No one can tell this story of Dr. Borlaug better than his fellow agriculturist and development authority, Dr. Leon Hesser."

George McGovern

"Dr. Borlaug's scientific achievements prevented mass starvation and death in South Asia and the Middle East. I have been particularly impressed by his work in Africa, . . . Dr. Borlaug is an American hero and a world icon."

George H. W. Bush

To obtain copies of "The Man Who Fed the World"



contact:

Durban House Publishers, Inc.

www.durbanhouse.com

info@durbanhouse.com

Book also available at Amazon.com
and in better book stores everywhere.

For author interviews, review copies, book signings, etc.

contact:

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About the Author

Leon Hesser first met Norman Borlaug in Pakistan in 1966. Pakistan and India were experiencing widespread hunger. Hesser was in charge of America's efforts to help increase food production. Borlaug briefed him on the high-yielding varieties of wheat that he had developed as a Rockefeller Foundation scientist in Mexico, where his technology relieved hunger in that country. Dr. Hesser and his team helped introduce Borlaug's wheat seeds and production technology in the Asian subcontinent, which brought the area to self-sufficiency in foodgrains and averted starvation.

In 1973, Hesser transferred to Washington, DC, where he was director of the U.S. government's worldwide programs to increase food production in developing countries. Following early retirement from State Department, he served as a consultant to increase food production in twenty countries of Asia, Africa, Eastern Europe, and the former Soviet Union.

Hesser grew up on an Indiana farm. He served in the Philippines as a teenage soldier during World War II and then in Japan with the army of occupation. He earned a Ph.D. in agricultural economics at Purdue University before joining the Foreign Service.

In addition to *The Man Who Fed the World*, Hesser's books include an autobiography, *Nurture the Heart, Feed the World*, and a historical treatise, *The Taming of the Wilderness: Indiana's Transition from Indian Hunting Grounds to Hoosier Farmland: 1800 to 1875*.

About the Issues

1. Norman Borlaug has saved more people, and probably more habitat, than any other person in history.

Why is Norman Borlaug relatively unknown to the general public?

2. Experts say Africa is experiencing catastrophic problems in food production. Norman Borlaug has faced and solved those problems before ----in Mexico, India, Pakistan, China, the Middle East, and much of South America.

How are Norman Borlaug's "Green Revolution" technologies transferring into sub-Saharan Africa?

3. Dr. Borlaug's modern farming techniques and high yielding, disease resistant wheat varieties answer the call for preserving soil, forests, water, wetlands and other natural resources.

How can supporters of "sustainable" and organic farming practices engage in meaningful dialogue with supporters of biotechnology and unify their goals?

4. A world population of 6.4 billion people, escalating to 8 billion people cannot feed itself on organic farming methods alone.

What types of farming methods are required to meet the needs of a population growing beyond 6.4 billion people, and how can habitat be conserved simultaneously?