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New Dating Book From Sellers Publishing Examines ***Why Does He Do That? Why Does She Do That?***

SOUTH PORTLAND, Maine, February 24, 2012—Since the beginning of time, women have questioned why men do what they do ("Why does he withdraw when I talk about the future?" "Why is he so controlling?" "Why does he feel threatened if I make more money than he does?"). And men have done the same about women ("Why the silent treatment?" "Why doesn't she want to have sex as much as I do?" "Am I still supposed to open doors for her or will she feel insulted?"). No matter how "evolved" we are, there are things we still just don't get about the opposite sex.

Enter relationship experts, psychologist Paula Bloom and psychiatrist Reef Karim. In "***Why Does He Do That? Why Does She Do That?***", they help readers understand the differences between men and women and show how they can build loving, long-lasting relationships. In a lively, no-holds-barred style, Dr. Reef and Dr. Paula reveal what everyone really needs to know about such hot-button topics as: what to do (and what not to do) on a first date, why men pull away from intimacy, why women like "bad boys," why men forget special occasions, and why communication is critical to the health of a relationship.

What's unique about this book is that it presents two perspectives – the male and female points of view – to help readers understand why men and women do what they do. In addition, the authors explore how family influences a person's dating habits and they show how self-knowledge is as important as understanding the opposite gender. Filled with self-assessment questions and surprising insights, this book picks up where *He's Just Not That Into You* leaves off. "***Why Does He Do That? Why Does She Do That?***" is the perfect roadmap to better, more satisfying dates.

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Dr. Paula Bloom is a clinical psychologist who has appeared on HLN's *Nancy Grace*, *CNN*, *CNN International*, *CNN en Espanol*, and on Dr. Sanjay Gupta's show on the CNN Accent Health network. Dr. Bloom lives in Atlanta.

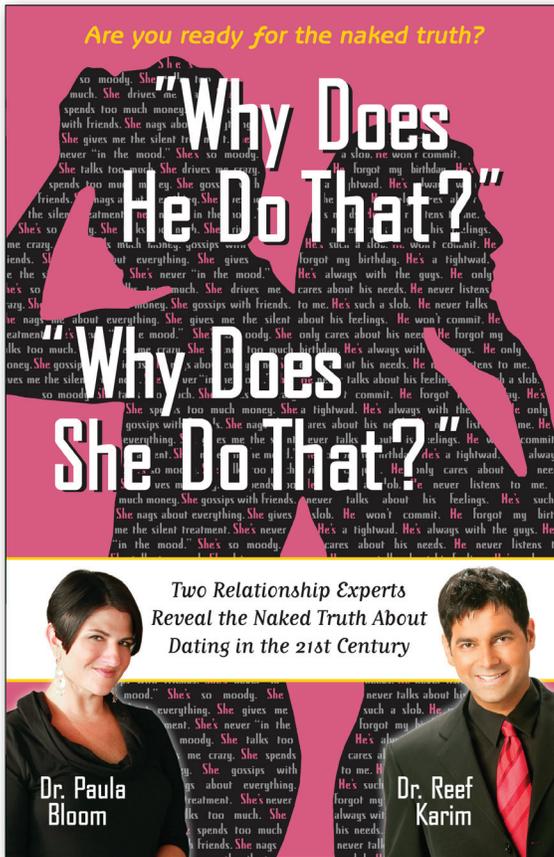
Dr. Reef Karim, a leader and pioneer in the fields of mental health, addiction, and relationship therapy, has appeared on *Oprah*, *Larry King Live*, *Anderson Cooper 360*, *The TODAY Show*, *Good Morning America*, *Dr. Phil*, *Dateline*, *Nightline*, and *Chelsea Lately*. He has been featured as an expert in *Cosmo*, *Us Weekly*, and was voted one of *PEOPLE* magazine's "sexiest men alive." Dr. Karim lives in Los Angeles.

"Why Does He Do That?" "Why Does She Do That?" is a 5.5" x 8.5", 224-page, paperback book that will be published April 2012, and will retail for \$15.95. It will be available in bookstores and gift shops nationwide and through Sellers Publishing's Web site, www.sellerspublishing.com.

Sellers Publishing, Inc. is an award-winning publisher of books, calendars, greeting cards and journals. The company was cited for four consecutive years by *Publishers Weekly* for being among the fastest growing independent publishers in the country. It is located in South Portland, Maine and can be contacted at 800-625-3386 or by visiting their Web site at www.sellerspublishing.com.

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Why Does He Do That? Why Does She Do That? Fact Sheet



What women don't know about men and what men don't know about women could fill a book. And *Why Does He Do That? Why Does She Do That?* is that book. In a lively, no-holds-barred style, noted relationship experts Dr. Reef Karim and Dr. Paula Bloom reveal what everyone really needs to know about the opposite sex.

- Two experts, two unique perspectives on relationships
- The book that picks up where *He's Just Not That Into You* leaves off...
- National print and radio interviews with both authors
- Promotion on Web sites and blogs geared to singles
- Dr. Paula is a frequent guest expert on *Nancy Grace on HLN* and *CNN*
- Dr. Reef has appeared on *The TODAY Show*, *Good Morning America*, *Nightline*, and *Dr. Phil*
- Dr. Reef has been featured as an expert in *Cosmo*, *Us Weekly*, and was voted one of *People* magazine's "sexiest men alive."

About the Authors:

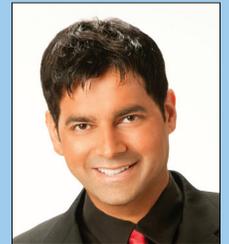


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Dr. Reef Karim

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