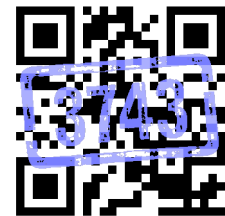
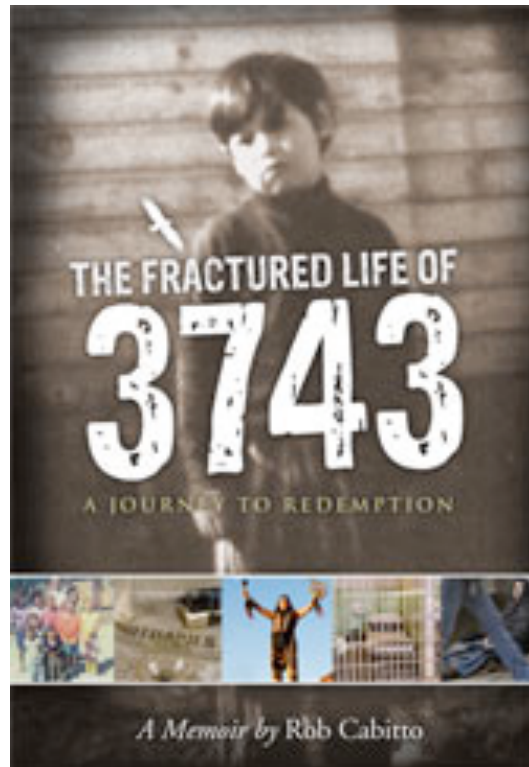


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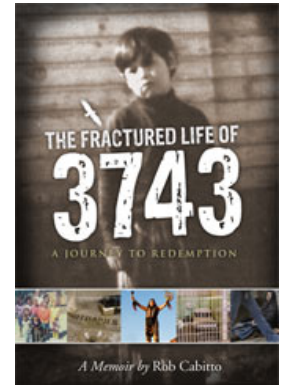
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Minnesota Businessman Hopes His Memoir Will Inspire Others

(Eden Prairie, Minn.) – Feeling inspired by recent events in his life Businessman Rob Cabitto decided to share his life experiences with others. In this book, Cabitto reveals to the reader his once fractured life. It's not all pretty, but it's authentic.

“One of my earliest memories was having gas poured on me by my biological father while in an alcoholic rage, then of facing one struggle after another, some in my control and some out of my control,” writes Cabitto in his recently published memoir, *The Fractured Life of 3743: A Journey to Redemption* (Beaver’s Pond Press, Sept. 2011, \$17.95).



Cabitto says he wrote the book in hopes that it would inspire others to never give up on themselves or their dreams. Cabitto describes his personal struggles with adoption, addiction, cultural upbringing and deep sense of loss of self. His parents, both from Indian and Irish descent, were unable to care for him due to their struggles with substance abuse. Cabitto writes about his loss of family and tribal heritage in his memoir.

Cabitto shares about what life was like after being adopted and the personal struggles with feeling like he didn't belong. He takes the reader on a journey that at times, may seem like they are on a rollercoaster.

As readers follow Cabitto’s journey through a his once shattered life, they learn a lot about resiliency and perseverance of a man who wouldn’t give up. With great candor, Cabitto describes his life experiences.

In his review of the book, Dave Pelzer, a # 1 New York Times Best Selling author and National Jefferson Award recipient, said, “Like many who were raised in unfortunate circumstances, Rob Cabitto made poor choices. But yet, after reaching the bottom of life's well, Rob has climbed out and into the light of forgiveness and service to others. Rob, through his works and his book, 3743, will not only give hope, but truly inspire others toward their own greatness.”

“This inspiring memoir is an exercise in humility as Rob Cabitto recounts with frank honesty the events which took him from a childhood riddled with devastating abuse to the dark side of alcohol and drug addiction. After all the stops and starts with sobriety, I finished the book convinced that if Rob can find happiness and success, all of us can,” said Beth Johanneck, author of *Twin Cities Prohibition and Hidden History of the Minnesota River Valley*.

“Rob’s story changed my life. *The Fractured Life of 3743: A Journey to Redemption* is a testament to the Infinite Power of the ‘Loving Spirit of the Universe,’” said John Overby, a recovering addict from the Twin Cities.

The Fractured Life of 3743 A Journey to Redemption retails for \$17.95 and is available for purchase at Barnes and Noble bookstores, Amazon.com, on the author’s website, www.robcabitto.com and direct from the publisher at www.BeaversPondBooks.com.

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About the Author

Rob Cabitto is the founder and CEO of 9 Mile Communications, a Twin Cities-based company which provides installation services for data and telecommunication equipment covering North America. He is also a sought-after speaker who has captivated audiences for over 15 years with his inspirational story of perseverance and resilience.



Rob received his B.S. in Business Marketing from the University of Phoenix and an M.B.A. from the New York Institute of Technology. Rob also holds many specialty certificates in Data Networking, Data Storage, Telecommunications and Network Design.

Rob is a Native American Indian from the Karuk Tribe, and 3743, his tribal roll number, identifies his Native blood and heritage.

Rob is an active advisory board member for the Salvation Army in Minneapolis, Minnesota. In addition, Rob does volunteer work in conjunction with many charitable organizations around the country.

Title:	<i>The Fractured Life of 3743: A Journey to Redemption</i>
Author:	Rob Cabitto
Pub. Date:	2011 Beaver's Pond Press, Edina, MN
Price:	\$ 17.95
ISBN:	978-1-59298-432-9

For review copies or to arrange an interview with Rob Cabitto, contact Rachel M. Anderson, Publicist at 952-240-2513 or via e-mail: rachel@rmapublicity.com

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Ask Rob Cabitto, author
The Fractured Life of 3743: A Journey to Redemption



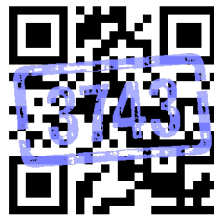
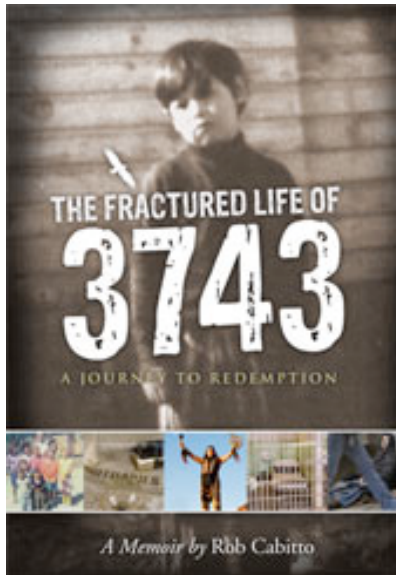
1. What's unique about your book? We understand there's some new technology involved.
2. Who do you think will connect best with your book?
3. How did you get the idea to tell your story in book form?
4. What are you hoping people will take away from your book?
5. What's next for Rob Cabitto?

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“Rob’s life story is one of adversity, perseverance, introspection, spirituality and growth. Rather than succumbing to the lot Rob drew in life, he has prevailed by turning problems in to opportunities in a selfless manner. Rob has served as an inspiration to thousands who face their own challenges with hope during the often difficult pursuit of dreams. I invite readers to explore your own personal growth while reading 3743. More importantly, I encourage them to engage in the extensible resources Rob has created by his novel use of QR Codes which have been provided throughout the text. The links contained within these QR Codes take the printed word to a whole new level by allowing readers to explore and participate in an ever expanding community of resources and insightful information.” - *Dan Ewald, DAE Computing*

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“This book is for anyone who has ever made a mistake and tried to learn from it. Rob is an inspiration. He is an example of why we should always listen to and trust our inner guide.”
– *Jordanna Green, Twin Cities resident*

“Rob’s story changed my life. *The Fractured Life of 3743: A Journey to Redemption* is a testament to the Infinite Power of the ‘Loving Spirit of the Universe.’” – *John Overby, recovering addict*

“Rob's story is one that starts out with very tough emotional events, events that continue to play out in both the celebrations and tragedies until he finds a way to free himself. Through inspiration Rob takes the hopelessness and finds his breakthrough to a new way of living while still being true to himself.” – *Eugene Schaefer*

“This story is nothing short of a miraculous tale of human survival in a loveless world of chaos and pain, thus I would love to work on reading this text with my English Language Arts students. As a person with intimate knowledge of the tragedies associated with substance abuse and addiction, this is a testimony I have held the closest to my heart over time, and that has provided me with the most solace, encouragement and inspiration when the hard times resurface.”
– *Amy Leigh Weber, educator, artist & writer*

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About Rob Cabitto, author *The Fractured Life of 3743: A Journey to Redemption*



Rob Cabitto is President of 9 Mile Communications, (www.9mile.co) a service-oriented company based in Minnesota. Since 2009, the company has provided communications equipment installation as well as technical troubleshooting services for clients throughout the world.

“My job is to be a problem solver and be of service to each and every company I do business with,” said the visionary business owner. “I find solutions for these companies to operate their business effectively every single day.”

In his recently published memoir, *The Fractured Life of 3743: A Journey to Redemption*, Cabitto shares how he overcame so many bad choices and unfortunate circumstances to become a successful businessman. “I was inspired to start my company on one of the worst days in economic history, picking myself up and dusting myself off and finding solutions. That is my story, the American story,” said Cabitto, whose company is extremely successful and now does business throughout North America and soon the UK and Dubai.

Rob Cabitto is a Native American Indian from the Karuk Tribe, and his tribal roll number 3743, identifies his Native blood and heritage. He is an active advisory board member for the Salvation Army in Minneapolis. In addition, Rob does volunteer work for many charitable organizations around the country. He has captivated audiences for over 15 years with his inspirational story of perseverance and resilience. His harrowing and dramatic story of overcoming his once-fractured life and transcending it into hope is an inspiration to all of us.

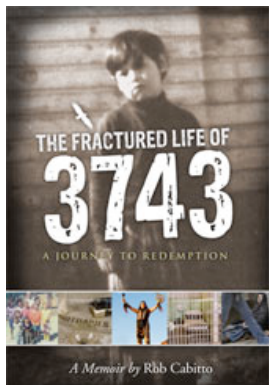
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The New Technology that Promises to Transform the Book Publishing Industry



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(Eden Prairie, Minn.) – In the not-so-distant future, Twin Cities businessman Rob Cabitto envisions a major transformation happening in the book publishing industry. No, it's not the elimination of the printed book, rather offering the reader the ability to interact with the book and its author.

He envisions a day when all new titles – printed and otherwise -- come with QR codes that allow the reader to experience the book they are reading in a new way. In case you haven't heard of them yet, a QR or Quick Response Code is a barcode that is linked to a website, landing page, video or coupon.

Cabitto, CEO of 9 Mile Communications, has taken QR Codes and developed a branding, marketing and software utility which will allow companies to market and sell to their customers using this new medium. Some of the darlings of Wall Street are among the companies currently using the new technology in their marketing, but this visionary entrepreneur taking it to the next level. Cabitto believes the publishing industry will embrace it next, and he thinks his recently published memoir, *The Fractured Life of 3743: A Journey to Redemption*, may just be the first book to be published with a QR Code included.

When readers scan the strategically placed branded code on the cover of his book or inside its pages, they will be taken right to Cabitto's website, www.robcabitto.com, Facebook, Twitter or blog where they will have the opportunity to further explore the story, and share their thoughts about the book and their own personal stories. Cabitto's memoir is about his resiliency and perseverance and how it helps him eventually go on to become a successful entrepreneur.

Amy Quale, Managing Editor of the book's publisher, Beaver's Pond Press, says she's excited about the possibilities the new technology offers. "Rob's use of QR codes in his book is reminiscent of what's going on right now with interactive e-books – except he's doing it in print.

His book almost becomes a combined medium; it's more than a print book, but not exactly an e-book either. Using this new technology engages readers in a way that print books previously haven't been able to accomplish without going digital," says Quale.

Cabitto credits a speech President Obama made a few years ago with inspiring him to think outside the box and innovate. "When President Obama said he wanted Americans to innovate, to look for this way of us returning to our roots through innovation, it was so inspiring to me that I said, 'I want to do that. I want to serve my country and innovate.'"

If the early reviews are any indication, *The Fractured Life of 3743: A Journey to Redemption*, is going to impact a lot of people. In his review of the book, Dave Pelzer, a # 1 New York Times Best Selling author and National Jefferson Award recipient, says, "Like many who were raised in unfortunate circumstances, Rob Cabitto made poor choices. But yet, after reaching the bottom of life's well, Rob has climbed out and into the light of forgiveness and service to others. Rob, through his works and his book, 3743, will not only give hope, but truly inspire others toward their own greatness."

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"Rob's life story is one of adversity, perseverance, introspection, spirituality and growth. Rather than succumbing to the lot Rob drew in life, he has prevailed by turning problems in to opportunities in a selfless manner. Rob has served as an inspiration to thousands who face their own challenges with hope during the often difficult pursuit of dreams. I invite readers to explore their own personal growth while reading 3743. More importantly, I encourage them to engage in the extensible resources Rob has created by his novel use of QR Codes which have been provided throughout the text. The links contained within these QR Codes take the printed word to a whole new level by allowing readers to explore **and participate** in an ever expanding community of resources and insightful information," said *Dan Ewald of DAE Computing*.

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