



# BRIGANTINE MEDIA

For Immediate Release

April 6, 2011

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## *A Friendly Life*

Announcing a new book that reminds us all that you're never too old to fight for what you believe is right.

*A Friendly Life* is the autobiography of S. Prestley Blake, co-founder of the Friendly Ice Cream Corporation, a 500+ chain of family restaurants. Written by 96-year-old entrepreneur Pres Blake with journalist Alan Farnham, the book chronicles Blake's humble start in business with his brother Curtis during the depths of the Great Depression. The Blake brothers built the business, then sold it in 1979 to enjoy retirement.

But in 2001, at age 86, Pres started to grow concerned about the future of Friendly's. He launched a shareholder's suit against the top management of the company, charging that the CEO's actions were detrimental to the financial health of Friendly's. Seven years and eleven million dollars later, Pres got what he had hoped for: a new owner of the company who would handle Friendly's with care.

Harvard Business School has included the story of Pres' suit as a management case study in corporate governance.

Still going strong at age 96, Pres is "back" to retirement — for now!

*A Friendly Life: The Autobiography of S. Prestley Blake,*

*Co-Founder of the Friendly Ice Cream Corp.*

By S. Prestley Blake with Alan Farnham

Published by Brigantine Media

Publication Date: May 1, 2011

ISBN: 978-0-9826644-1-4

132 pp.

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