

Press Release

Classic Book By You[®] Releases

New Personalized Edition of *The Phantom of the Opera* Celebrating the 100th anniversary of the classic's English edition

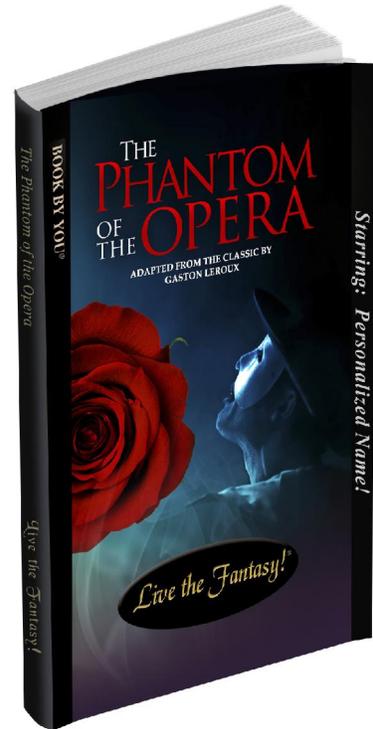
London, Ontario, Canada – September 15, 2011 - Book By You[®] today announced the launch of *The Phantom of the Opera*, the new personalized classic novel from Classic Book By You[®]. Readers can now step behind the scenes of the Paris Opera themselves by selecting the names and features for the main and supporting characters in this special edition of Gaston Leroux's haunting tale.

First published in English in 1911, *The Phantom of the Opera* has been filmed numerous times, and famously set to music by Andrew Lloyd Webber in what is now the longest-running show in Broadway history. This new edition marks the first time the ageless story of love, obsession and horror has been available in a personalized version. "Countless Phantom fans have been captivated by this immortal story of a beautiful opera singer and the tormented genius obsessed by her—and now they can actually play the roles themselves," Mike Pocock, founder of Book By You[®], commented. "Our new version remains true to the classic while offering everyone who loves the story a unique, fresh way to experience the gothic romance and adventure." The seven customizable roles include Christine, Raoul, and even the Phantom himself.

The Phantom of the Opera joins the line of Classic Book By You[®] personalized novels, including Jane Austen's romantic *Pride and Prejudice*, the immortal *Dracula* by Bram Stoker, and the thrilling coming-of-age pirate novel *Treasure Island* by Robert Louis Stevenson. Several more will soon join these on the virtual shelves. Readers can include friends, relatives, co-workers or Hollywood stars in their very own personalized editions of these novels. In many cases the characters' hair colors and eye colors can also be included, resulting in thousands of changes in each book.

Each book can be purchased in either paperback or hardcover—a new feature from Book By You[®]. In addition, gift-givers can add a free dedication within the novel, add a custom photo to the back cover, or purchase gift certificates.

To purchase a Classic Book By You[®] personalized novel, readers go to the company's website at <http://www.ClassicBookByYou.com> and complete a character questionnaire specifying the information to be included in their book. The company offers a free demonstration area where readers can preview personalized excerpts from any of the company's classic, teen, romance, mystery or children's novels. **Media interviews are available upon request.**



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