

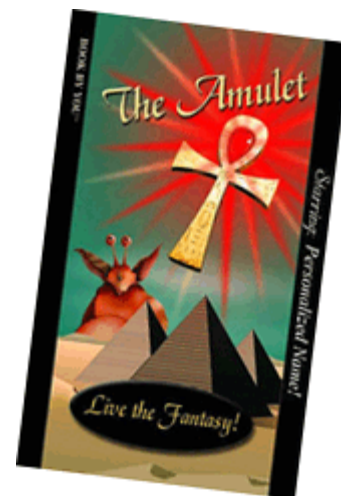
# Press Release

## ***Introducing “The Amulet” Personalized Children's Novel! Third Edith Nesbit Adaptation from Book By You***

**London, Ontario, Canada - November 22, 2005** - Book By You Publishing through its Kid's Book By You division, today announced the release of its fourth full-length, personalized children's novel ***The Amulet***. Book By You is the only company in the world to offer full-length personalized children's novels. This new novel is the third in their series adapted from Edith Nesbit's classics.

Adults and children co-author *The Amulet* by selecting the names, physical features and places to personalize in this 140-page, professionally bound paperback. With over 20 features to personalize, children can put themselves in the leading role and include friends, relatives or even their favorite TV characters! The character questionnaire, available on the Book By You website, is fun and easy to complete with three main characters and their features such as hair color and length, eye color, age and address – even include a pet. *The Amulet's* many personalized characteristics make this book a remarkably unique gift that motivates children to read real books. To add the finishing touch, *The Amulet* is beautifully bound with a personalized front cover.

This adaptation of noted author Edith Nesbit's text from a century ago brings an up-to-date flavor to the children's exploits. *The Amulet* is the sequel to *Two Children and It*, which is a personalized adaptation of the Nesbit classic and now a movie titled, *Five Children and It*. This storyline introduced readers to a mysterious sand-fairy creature called a Psammead that grants wishes. In *The Amulet*, the Psammead joins the children on a journey across a magical back-drop in a search for their favorite and beloved lost pet. The children are guided by an ancient amulet and words of wisdom from the Psammead. Traveling through time, the youngsters experience a number of exploits first hand. They make friends with an Egyptian, introduce a sea captain to a compass, and help place a major archeological find in a museum.



This book is ideal for children of reading age or can be read to younger children as a bedtime story. Themes such as the value of friendship, perseverance and following your dreams are explored and uniquely presented in a manner only possible through a full-length book format.

To view a personalized preview of *The Amulet*, visit the company's Web site at [www.bookbyyou.com](http://www.bookbyyou.com) Motivate and educate through personalization.

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