

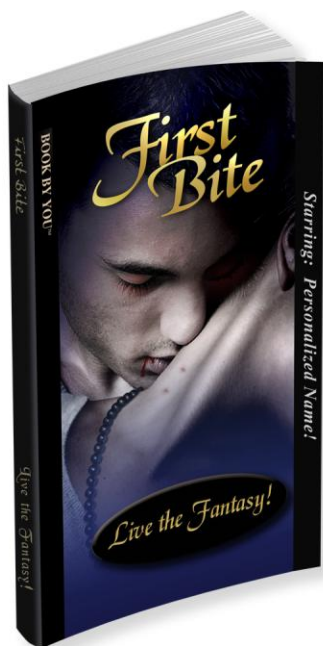
Press Release

Personalized Teen Vampire Novel

Twilight and *True Blood* fans – get ready for *First Bite*

London, Ontario, Canada – October 20, 2009 - Book By You® today announced the launch of its new division, Teen Book By You®, and the release of the personalized teen romance novel *First Bite*.

Teen Book By You® offers its second full-length personalized novel for teens. Book lovers and vampire fans co-author *First Bite* by selecting the names and features for the main characters in the book: the intelligent, highly spirited heroine; the sophisticated, tortured vampire hero; the heroine's quirky best friend; and the hero's cynical best friend, a fellow vampire. Readers can include a spouse or significant other, friends, relatives, co-workers or Hollywood stars—even a pet—in their very own novel. The characters' hair color, eye color, figure, favorite restaurant and drink are some of the story's 26 personalized characteristics that result in thousands of changes in each book. *First Bite* is a 175-page, professionally bound paperback novel that includes a striking personalized cover.



In *First Bite*, a sensitive, studious high school student is captivated by a mysterious young man who saves her life. Little does she know that instead of a guardian angel, this sexy stranger is a vampire who must battle his love for the heroine over his lust for her blood. This story of forbidden young love is a classic tale with a thoroughly modern twist—the novel is completely personalized with readers starring in the leading roles.

Founder of Book By You® Mike Pocock commented, “*First Bite* is perfect for everyone who’s been mesmerized by the *Twilight* book series and recent movie, not to mention *Vampire Diaries* and *True Blood* on TV. We’ve taken vampire story-telling to the next level by introducing a mysterious teen-oriented storyline that readers can personalize. *First Bite* includes the tense drama of star-crossed love, together with classic vampire legends and even dark humor. With the holidays fast approaching and the release of the new *Twilight* movie, *New Moon*, we believe our new novel will be a huge success. *First Bite* is a book you can really sink your teeth into—it’ll be the hit of the holiday season!”

To purchase a personalized novel, readers go to the company’s website at <http://www.TeenBookByYou.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 teen, romance, mystery or children’s novels. Media interviews are available upon request and additional information and promotional images are located at: http://www.TeenBookByYou.com/news/press_fb.asp

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