

Press Release

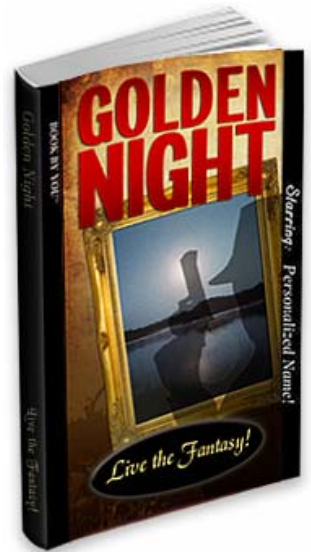
Book By You – 10th Anniversary Launches Personalized Mystery Book Division

London, Ontario, Canada/November 15, 2008 - Book By You[®], publisher of personalized novels for adults and children, today announced the publication of *Golden Night*, the first title to be released by their new mystery book division. **Mystery By You[™]** joins the hugely popular Romance By You[™], Kids Book By You[™] and Teen Book By You[™] lines of personalized novels.

The launch of Mystery By You[™] and *Golden Night* coincides with Book By You's tenth anniversary celebration and is part of the company's expansion into genres unique to the industry. In keeping with the Book By You[®] decade-long tradition, the mystery books are co-authored by the customers, who select the highly spirited heroine, her best friend, the quick-witted hero and his best buddy. They can even include a pet in the adventure. The characters' hair color, eye color and body type are some of the story's 31 personalized characteristics that make this book a remarkably individualized and exciting gift.

In *Golden Night*, a ruthless thief violently interrupts plans for an upcoming museum exhibit of local artwork. Our heroine, the museum's conservator with a keen eye for detail and a talent for trouble, suspects that one particular painting holds the key to a two-hundred-year-old mystery with potentially deadly consequences. The police detective in charge of the investigation (our brave hero) isn't so certain; in fact, he believes it's an inside job... and his experienced, razor-sharp mind soon targets the art conservator herself as a possible suspect! In a quest for the truth, our heroine consults with her best friend, a savvy historian, to decipher the clues; meanwhile, the hero and his fun-loving pilot buddy are also on hand to unravel the mystery. Together, all four must race to hunt down the gold and the thief – before the devious thief finds them!

Michael Pocock, founder of Book By You[®], commented, “Our customers have been asking for a personalized mystery novel for many years – they love our romance and kids books, but they wanted a personalized book they could give to friends and family that was for adults, but without the romance. So in honor of our tenth anniversary, we are pleased to announce the launch of our first mystery book. *Golden Night* is an action-packed, suspense filled story – sure to please the most die-hard mystery lover. We are excited about our newest addition and look forward to offering many more personalized mystery, romance, teen and children's books in the coming years.”



Golden Night can be purchased for \$39.95. More details and a free personalized preview are available by visiting the company's website at www.BookByYou.com. **Media interviews and promotional photographs are available upon request.**

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