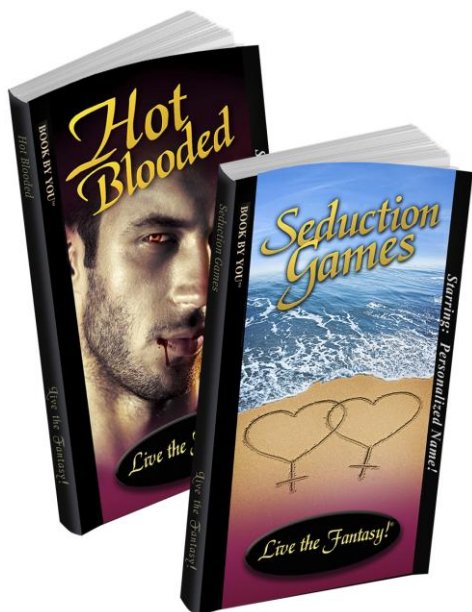


Press Release

Introducing Personalized Same-Sex Romance Novels

London, Ontario, Canada January 30, 2010: With Valentine's Day nearly here, Book By You® today announced the launch of its first personalized same-sex romance novels featuring gay and lesbian couples. With the release of **Hot Blooded** (for men) and **Seduction Games** (for women), Book By You now offers a diverse range of personalized romance novels perfect for Valentine's Day, anniversaries, weddings, birthdays, or any special event.



Customers co-author their novels by visiting the Book By You website and completing the easy questionnaire. Each book has over 25 features to personalize, including the heroine, hero, best friends, and features such as hair length color, eye color, body type, and even a dog or cat! Customers can also upload a picture for the back cover of their beautifully bound, 190 to 200-page hardcover or paperback edition.

In **Hot Blooded**, our two heroes take on the classic dark fantasy roles of an immortal vampire and the mortal man who tantalizes him. Torn between desire and the knowledge that giving in to temptation means certain doom for both, our tortured duo struggle to fight their sizzling chemistry... but destiny has some unusual twists in store!

In **Seduction Games**, our heroines are contestants on a reality TV game show. As they clash and compete for a million dollar prize, the heat of the tropical sun and constant spotlight of the TV cameras can't compare to the heat between these rival contestants. From brainteasing puzzles to physical challenges, the women fight to win -- but they lose the fight against their desire for each other. Are their feelings real, or is it just part of a game?

Michael Pocock, founder of Book By You, commented, "We've been flooded by requests for same-sex novels are delighted to respond with two full-length romances—just the first of many for our gay and lesbian customers. **Hot Blooded** offers guys a steamy take on the vampire genre, while **Seduction Games** lets women experience the crazy, comic world of reality TV. And of course, just like all Romance By You® novels, both tell magical tales of romance, passion, and true love."

To purchase a personalized novel, readers go to the company's website, www.BookByYou.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 each of the company's 15 romance novels.

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Media interviews and promotional photographs are available upon request.

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