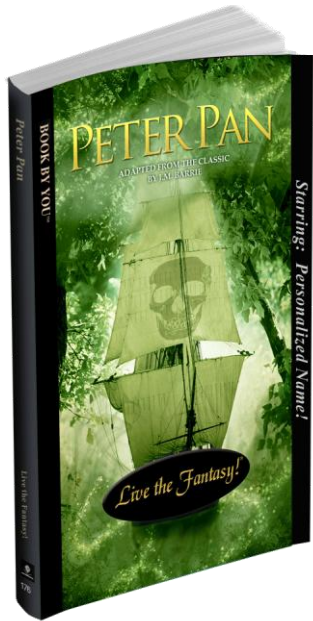


Press Release

Classic Book By You[®] Releases New Personalized Edition of *Peter Pan* for Easter Celebrating Peter Pan's 100th Anniversary

London, Ontario, Canada – April 6, 2011 - Book By You[®] today announced the launch of *Peter Pan*, the newest personalized classic novel from Classic Book By You[®]. Readers can now fly off to Neverland themselves by selecting the names and features for the main and supporting characters in this special edition of J.M. Barrie's timeless tale.



First published as a novel in 1911, *Peter Pan*—the boy who won't grow up—is now 100 years old. “It’s just as funny, exciting and touching as ever,” Mike Pocock, the 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 relive the familiar adventures. And what better way to introduce new readers to a beloved classic than by letting them play Peter Pan, Wendy, or even Tinker Bell themselves? With Easter around the corner, *Peter Pan* makes a perfect gift for everyone in the family, with customizable roles for parents, kids, and even a pet.”

Peter Pan joins the line of Classic Book By You[®] personalized novels, including Jane Austen's romantic *Pride and Prejudice*, the immortal *Dracula* by Bram Stoker, thrilling coming-of-age pirate novel *Treasure Island* by Robert Louis Stevenson, and famously funny, quotable *Alice in Wonderland* by Lewis Carroll. 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[®], which recently launched hardcover editions for all five of its divisions (Romance By You[®], Kids Book By You[®], Mystery By You[®], Teen Book By You[®], and Classic 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.**

###

For more information contact:

Michael Pocock
Book By You Publishing

Email: publish@BookByYou.com
Telephone: 1-877-898-1440