

PENGUIN AND PAN MACMILLAN TO JOIN FORCES FOR HITCHHIKER BONANZA THIS AUTUMN

London, 9 March 2009 In what promises to be one of the biggest events in the publishing calendar this year, Penguin is publishing Eoin Colfer's specially commissioned sequel to Douglas Adams's remarkable Hitchhiker series, *And Another Thing...*

Publication is timed for 12 October, which marks the 30th Anniversary of the first publication of Douglas Adams's *The Hitchhiker's Guide to the Galaxy*. Douglas Adams's so-called trilogy, which in fact ran to five volumes, became one of the biggest cult literary successes of the 20th century. Over the last thirty years, 16 million readers around the world have enjoyed the adventures of Arthur Dent, Trillian, Zaphod Beeblebox and Ford Prefect.

This autumn, Penguin is joining forces with Douglas Adams's paperback publisher, Pan Macmillan to create huge combined Hitchhiker excitement; bringing together the two vast armies of fans: those of the original Hitchhiker books and the many millions of Eoin Colfer fans. (Colfer's *Artemis Fowl* titles have sold more than 18 million copies globally.)

The sales, marketing, publicity and online teams are working closely to create a joined-up campaign that leads readers from the original titles – which are all being beautifully repackaged by Pan with new introductions – and then onto the new book. Starting in early September, the campaign will then run in store, online and in the media through the autumn and right up until Christmas.

Penguin is hosting an event for the trade on the evening of Monday 9th March, with Pan Macmillan in attendance, at which early plans will be discussed and the jackets of *And Another Thing...* and the backlist will be unveiled.

Penguin is also working with BBC Audiobooks to ensure that the original audio recordings have a place in the anniversary celebrations. *The Hitchhiker's Guide to the Galaxy: Primary Phase* was voted as the public's number one audio title in a *Guardian* poll last year, thirty years after the first BBC radio broadcast in 1978.

Penguin Marketing and Publicity Director, Joanna Prior, said, "Working with Pan Macmillan in this unique way will create an even greater sense of excitement for the consumer and for the retailer this autumn. We've already had some very fruitful early discussions to work out how we can both celebrate the extraordinary creative genius of Douglas Adams and bring a new generation of readers, those myriad number of Artemis Fowl fans, to the Hitchhiker books for the first time."

Geoff Duffield, Pan Macmillan's Group Sales & Marketing Director said: "This is event publishing. Working together will create more excitement, more media and

retail space, and more sales, culminating in the 30th Anniversary of Douglas's brilliant and iconic creation.”

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Publication details:

And Another Thing... by Eoin Colfer is published in hardback from Michael Joseph on 12th October 2009 ISBN 9780718155148, £20

New anniversary editions of Douglas Adams' original titles will be available in paperback at £7.99 from Pan with new introductions from notable people in the Hitchhiker world, including Russell T Davies, Dirk Maggs and Terry Jones and with an afterword from Simon Brett, the original commissioner of the radio series on 4th September 2009:

The Hitchhiker's Guide to the Galaxy

The Restaurant at the End of the Universe

Life, The Universe and Everything

So Long and Thanks for All the Fish

Mostly Harmless

Already available from BBC Audiobooks:

The Hitchhiker's Guide to the Galaxy: The Primary Phase Special Edition, £17.61
9781408409763

The Hitchhiker's Guide to the Galaxy: The Secondary Phase Special Edition, £17.61,
9781408409770

The Hitchhiker's Guide to the Galaxy : Tertiary Phase, £15.65 9780563510437

The Hitchhiker's Guide to the Galaxy: The Quandary Phase, £12.72 9780563504962

The Hitchhiker's Guide to the Galaxy : The Quintessential Phase, £12.72,
9780563504078

The Hitchhiker's Guide to the Galaxy : The Complete Radio Series, £17.01
9780563504191