



PENGUIN HEADS FOR FRANKFURT WITH A RAFT OF EXCITING NEW TITLES

London, 9th October 2011... In the run-up to Frankfurt Book Fair, Penguin unveils a superb list of new titles.

Michael Joseph is delighted to have comedian, actor and bestselling children's author David Walliams on its list. Penguin will publish his autobiography in September 2012. Katy Follain, Michael Joseph Non-Fiction Publisher, and Louise Moore, Michael Joseph Managing Director, bought world rights to his memoir from Paul Stevens at Independent Talent in the most hotly-contested auction of the year so far.

David Walliams is one half of the comedy duo behind the hugely popular *Little Britain* and *Come Fly With Me*. He's also well-known for his charity sporting achievements, including his recently completed Thames Challenge. Despite his enormous success, he is still an enigma and has kept the media at arm's length.

Katy Follain says: "David Walliams is a fascinating individual. It will be very interesting to go on this journey with him into his past and open up the real David Walliams, the one behind the make-up, the wigs, the prosthetics and the catchphrases. Crucially, he's a wonderful writer and has a sublime command of the English language. His memoir promises to be one of those evocative and delightful reads of real depth and wisdom."

David Walliams says: "The book will be an honest, intimate and most of all funny telling of my life story. I can't wait to get started."

Also at **Michael Joseph**, Commissioning Editor Daniel Bunyard has acquired world language rights to an illustrated memoir by 17 year-old Olympic and Commonwealth diver Tom Daley. The deal was done with Jonathan Harris of Luxton Harris on behalf of Jamie Cunningham of Professional Sports Group. Michael Joseph will publish the as-yet untitled memoir in June 2012, before the Olympics begin in London. Daley started diving at the age of seven, and won two gold medals at the Commonwealth Games in 2010. He represented Britain at the Beijing Olympics in 2008, and was the youngest competitor of any nationality to compete in a final.

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Bunyard said: "Tom is one of the brightest talents in modern athletics and certain to be one of the central stars of London's Olympics in 2012. Featuring exclusive photography and published simultaneously as a hardback and enhanced eBook, I'm certain the book will offer fans of Tom a unique chance to get closer to him and understand the incredible pressures, challenges and fascinating experiences of a world-class Olympian. We're delighted to be publishing his first book."

Michael Joseph has also acquired St John Greene's *Mum's List* which, according to Non-Fiction Publisher Katy Follain, is the most moving memoir to land on her desk in the last decade. Follain bought world rights from Jonathan Conway at Mulcahy Conway Associates. Michael Joseph will publish *Mum's List* in March 2012.

On her deathbed, Kate Greene's only concern was for her two little boys, Reef and Finn, and her loving husband, Singe. Aware that time was running out, she spent her last few days writing down her thoughts and wishes, trying to help the man she loved create the best life for their boys after her death. Kate's list is poignant and life-affirming, funny and profound: '*Please teach the boys to say what they mean*', '*Mummy loved orange Club biscuits, jam and jelly and lemon curd*'.

Written by Kate's husband, Singe, *Mum's List* is an incredibly moving story of courage and love, which shows how, despite the devastating turn their lives took, Singe and the boys have moved forward with their lives while keeping Kate firmly in their hearts.

Katy Follain has also been busy building an exciting new mind body spirit list at **Michael Joseph**. Among the key acquisitions in this area is Anna Hunt's *The Shaman in Stilettos*. A whole host of publishers have laid claim to having bought the next '*Eat Pray Love*' over the years, but in *The Shaman in Stilettos*, Follain has found not only a compelling story but also a talented writer whose page-turning memoir really could rival the epic success of *Eat Pray Love* when it is published in June 2012. Follain bought British Commonwealth rights, including Canada and Australia in a deal done with Sheila Crowley at Curtis Brown.

When celebrity journalist Anna Hunt takes a break from her glamorous, high-powered and fast-paced job to live in Peru for 3 months, none of her friends take her seriously. How will she manage in a Third World country? Not completely comfortable in the company of the 'hippies' with which she finds herself, she never-the-less becomes intrigued by the world opened up to her by charismatic shaman, Maximo Morales. They spend an intense few months together as he works to 'cure' her from the ills and burn-out of her stressful London life. At the end of which, he offers her the once in a life time opportunity to become his apprentice. After six months back in

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London she surprises herself by accepting his offer and returns to Peru to embark on what is to be an utterly exhilarating, life-changing journey of mysterious rituals and burning passion. Anna now lives in London and hosts shamanic retreats and workshops internationally.

The Shaman in Stilettos is an incredible journey of adventure and self discovery that inspires you to realise that anything is possible, that you too could make a living from doing something you love and most importantly, that life is for living.

Another title on **Michael Joseph's** mind body spirit list is ***The Pyramid Diet*** by Danni Levy. This big new diet book was acquired by Katy Follain in a world rights deal with Rebecca Winfield at Rebecca Winfield Literary Agency. It will be published in May 2012.

The Pyramid Diet is an exciting and rewarding diet which, above all, is sustainable. Created by rising health and fitness star, Danni Levy, it is based on a simple, easy to follow, 3-day cycle: day 1: high carbs, day 2: low carbs, day 3: no carbs.

Levy has a strong media presence in the UK and is a regular contributor for the health pages of *The Sun*, *Love It!* and *Health Matters* and she presents a diet and workout show on The Active Channel (SKY 281). In January 2012, she will feature on Living TV's brand new six-part series 'Bigger than Britney Spears' where she helps six overweight women achieve their goal weight.

The final title on the mind body spirit list is ***Everyday Enlightenment*** by His Holiness the Gyalwang Drukpa. His Holiness the Gyalwang Drukpa was discovered by the Dalai Lama when he was only 3 years old. Now a leading Tibetan Buddhist, he has millions of followers worldwide, and will be doing a worldwide international tour throughout 2012.

Everyday Enlightenment, to be published by Penguin in January 2012, is an inspirational guide to finding happiness and fulfillment in your every-day life. Gyalwang Drukpa will teach you to expand your horizons while also appreciating the beauty of what is right on your doorstep. Bringing ancient wisdom to modern times and interweaving teaching with stories and mindfulness meditations, *Everyday Enlightenment* shows you how to let go of your ego and stress, turn anger into compassion and transform your fears into courage. Katy Follain bought world rights from Clare Hulton, an independent agent.



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Katy Follain's last acquisition is the humorous ***Hate Mail*** by Mr Bingo. Follain struck a deal for world rights with Paul Moreton at Bell Lomax for this book – a collection of darkly funny and hilariously inappropriate postcards from the hugely popular illustrator Mr Bingo.

In April 2011 Mr Bingo launched a service on his website, where, for a small payment, he would send his customer a vintage postcard with one of his iconic sketches and an offensive message on the back. The idea being that the purchaser would get a much sought-after original signed drawing, the postman would get a laugh and the world would become a little bit happier. Six days after the launch, it had become so popular that Bingo had to temporarily close the service. *Hate Mail* will be published by Penguin in time for Christmas 2012. It will showcase his comic cards and will even include some that you can pop in the post yourself . . . www.mr-bingo.org.uk.

As well as creating a brand new list, **Michael Joseph** has been building on its hugely successful cookery list by making some exciting acquisitions in this area for next year.

The first, ***Saved by Cake***, is an inspirational cookbook from one of the nation's biggest selling and most-loved women's fiction authors, Marian Keyes. Louise Moore bought World Rights from Jonathan Lloyd at Curtis Brown for the title.

Saved by Cake gives an extremely honest account of Marian Keyes' recent battle with depression, and how baking has helped her. A complete novice in the kitchen, Marian decided to bake a cake for a friend and that was it - she realized that baking was what she needed in order to get her through each day.

This cookbook contains recipes for cupcakes, cheesecakes, meringues, macaroons, chocolate cakes, and fruit cakes. Though the recipes may be aimed at baking novices such as herself, any baker or Marian fan will find masses to love here. The recipes come alive as her much-loved voice and her witty writing sparkle through. Before long you'll be smiling with Marian as she encourages you with helpful tips and observations that she's learned first hand. From her Consistently Reliable Cupcakes and Very Chocolatey Macaroons, to the ease of her Fridge-set Honeycomb Cheesecake, you will want to have a go at making all of Marian's recipes. Marian will be donating all of the proceeds from the Irish royalties to charity.

The next title on the cookery list is ***Sorted for Beginners*** by Ben Ebbrell and Barry Taylor. The Sorted Cookery Channel is one of the most popular destinations on You Tube with over 800,000 views a month. So when their cookbook came to her attention, Lindsey Evans, Cookery Publisher

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at Michael Joseph, knew she wanted these exciting, upcoming chefs on her list. Evans bought World Rights for *Sorted for Beginners* from Borra Garson at Deborah McKenna.

Despite the title, you don't need to be a total novice to enjoy *Sorted for Beginners*. The recipes are short, simple, delicious and accessible. Each page contains tantalizing photography providing busy parents, students on a small budget and time-poor young professionals with the inspiration to add more than just a few new dishes to their tired or limited repertoires. It is the perfect cookbook for those needing to inject new recipes and some fun into their daily cooking routine.

The Sorted crew is made up of a bunch of childhood friends who turned to natural foodie Ben Ebbrell for cooking help when they left home. During university holidays, they would all meet at the pub where Ben would scribble down recipes for his friends on the back of a beer mat to help them out. Later this progressed to posting new recipes and answering their food dilemmas online, where eventually the word of mouth about their great recipes and advice spread. The talent includes Ben Ebbrell who has recently won Market Kitchen's national search for the next celebrity chef on the Good Food channel and Barry Taylor who is the creative director, photographer and designer behind the already successful Sorted brand.

In a deal done with Clare Hulton for World Rights, Lindsey Evans is extremely excited about adding ***The Weekend Cookbook*** by Catherine Hill to the **Michael Joseph** cookery list.

The Weekend Cookbook, with chapters from Friday Night Easy to Fabulous Sunday lunches, is the only cookbook you are ever likely to need when the weekend comes round, particularly if it is the only time you get to cook properly. It provides recipes for every aspect of the weekend's food consumption, meaning that you can spend less time planning your menu and more time enjoying it.

Evans says: "As a busy working mum I cook for necessity during the week, but I love cooking for my friends and family at weekends. In *The Weekend Cookbook*, Catherine Hill has compiled a realistic, desirable and achievable book of recipes that helps you plan your entire weekend cooking whether you just have friends around for a casual Friday night supper or whether a group of you are going away for a whole weekend. This is the book I've been waiting for to organise and inspire my weekend cooking even more."

Finally, in a deal with Lizzie Kremer from David Higham, Lindsey Evans has bought world rights to the charming French cookery book, ***The Little Paris Kitchen*** by Rachel Khoo.

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Determined to get to grips with French cooking, British born Rachel moved to Paris. Not speaking a word of French she enrolled at Le Cordon Bleu, the world-famous cookery school and started to learn French cookery. Six years later, she still lives and works in Paris, cooking up a selection of classic French dishes from all over the country and giving them a fresh makeover with her own modern twists.

The 120 recipes in the book range from easy, everyday dishes like Omelette Pipérade, to summer picnics and afternoon 'goûter' (snacks), to meals with friends and delicious desserts including classics like Crème brulee and Tarte tatin. It's a book that celebrates the very best of French home-cooking in a modern and accessible way. Real French food is no longer something only served in fancy restaurants; Rachel will show how you can add a little French culinary touch to your everyday life at home, no matter where you are in the world, or how big your kitchen is.

Michael Joseph also has some fantastic fiction acquisitions to announce. Reminiscent of the bestselling novel *The Postmistress*, Michael Joseph Managing Director, Louise Moore has bought UK, Commonwealth and EU rights to an exciting new historical novel, ***The Chaperone*** by Laura Moriarty. Moore acquired UK rights from Hal Fessenden (VP, Director of Subsidiary Rights) of Riverhead (PGI).

On a summer's day in 1922 Cora Carlisle boards a train from Wichita, Kansas, to New York City, leaving behind a marriage that's not as perfect as it seems and a past that she buried long ago. She is charged with the care of a stunning young girl with a jet-black fringe and eyes wild and wise beyond her fifteen years. This girl is hungry for stardom and Cora for something she doesn't yet know.

It is under the bright lights of Broadway, in a time when prohibition reigns and speakeasies with their forbidden whispers behind closed doors thrive, that Cora finds what she has been searching for. It is here, in a time when illicit thrills and daring glamour sizzle beneath the laws of propriety that her life truly begins. It is here that Cora and her charge, Louise Brooks, take their first steps towards their dreams.

Michael Joseph will publish *The Chaperone* at the end of April 2012.

Also on the fiction list, Mari Evans, Fiction Publisher at Michael Joseph, has acquired two highly original and exciting novels. The first is ***The Trial of Fallen Angels*** by James Kimmel Jr. Evans

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acquired UK and Commonwealth rights from Putnam and Michael Joseph will be publishing in early 2013.

The Trial of Fallen Angels is a debut about a young lawyer who dies unexpectedly and, in the afterlife, finds herself chosen to join the elite lawyers who prosecute and defend souls at the Final Judgment. In doing so, she solves the mystery of her own death. The book is a tantalising mix of modern allegory, forgiveness parable and supernatural thriller and it's sure to attract a great deal of attention.

Evans says, "This novel has a wonderful originality and I love the way the souls our heroine encounters form the very fabric of her family's past. James Kimmel explores definitions of crime and forgiveness, good and evil and makes us question how the scales of justice should weigh souls. I was riveted by this unusual, deeply moving and distinctly magical tale."

The second of Evans' acquisitions is a joint one with Amanda Punter, Publisher at Razorbill - the chilling teen debut ***Black Heart Blue*** by UK author Louisa Reid. At a fiercely contested auction, Evans and Punter acquired world rights for two titles by Reid from Amanda Preston at Luigi Bonomi Associates. There is much excitement surrounding this debut author and deals have already been secured in Brazil (Novo Conceito) and France (Editions Plon). The book is set to be published in the UK on 10th May 2012 in paperback, in two separate Razorbill and Michael Joseph editions.

Black Heart Blue is the chilling and tragic story of twin sisters - one beautiful, one heartbreakingly disfigured - and their terrifying struggle to escape their abusive parents. Poignant, memorable and unbelievably gripping, *Black Heart Blue* marks the arrival of an extraordinary new voice in YA and crossover fiction. The novel will be published in two separate editions next year.

Amanda Punter says, "We have been looking for UK talent to join the Razorbill list and in Louisa we have most definitely found it. This is the most haunting and powerful novel I have read in a long time and the fact that it's a debut makes it all the more exciting. We're thrilled to be working with Michael Joseph to bring Louisa's writing to the widest possible audience."

Mari Evans adds, "*Black Heart Blue* is one of those rare novels that comes to inhabit your soul. It heralds a thrilling new talent in Louisa Reid and the team at Michael Joseph is delighted to be taking what we've learned from publishing *I Am Number Four* alongside Razorbill and this time applying it to an altogether very different but equally exciting novel from a home-grown writer."

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The final acquisition on **Michael Joseph's** fiction list is ***The Yard*** by Alex Grecian. Alex Clarke, Publisher at Michael Joseph, acquired UK and commonwealth rights from Caspian Dennis at Abner Stein for this brilliant debut novel.

The Yard is a wonderfully crafted and atmospheric thriller which showcases the early days of The Murder Squad at Scotland Yard, and the emerging science of forensics. Filled with fascinating Victorian period detail, real historical figures, and introducing a stunning cast of characters, Alex Grecian's novel will enthrall fans of historical crime fiction. Alex Grecian is the author of the long-running and critically acclaimed graphic novel series Proof and *The Yard* is his first novel.

At **Fig Tree**, Juliet Annan has acquired an extraordinarily captivating debut novel by Elizabeth Wilhide entitled ***Ashenden***. Annan bought world rights to the title in an exclusive offer from Anthony Goff at David Higham.

Ashenden tells the story of a Georgian house through the lives of those who are connected to it – the architect that designed it, the housekeeper that ran it, a recovering Army patient who resided in the house when it was a convalescent home in World War I, a German prisoner of war who was held there during World War II and the owners who restore the house in the 1950s - over the course of two and a half centuries of English history. Elizabeth Wilhide is primarily a writer on architecture and design as well as being the author of several non-fiction books. Fig Tree will publish *Ashenden* in June 2012.

Another addition to the **Fig Tree** list is ***Scattered Skills*** by Kristine Barnett. Annan bought UK and Commonwealth rights (excluding Canada) to the title from Joelle Dieu at Random House and Fig Tree will publish in autumn 2012.

Scattered Skills is a remarkable memoir about being a mother to a genius. The book explores what it is like to live with an exceptional child and how you can fuel their potential. Kristine Barnett's son, Jacob, was diagnosed with autism when he was three and is now, at twelve, working on extending Einstein's theory of relativity.

Adding to **Fig Tree's** growing cookery list, Annan has bought World rights to ***Simple Sushi*** – a beautifully designed cookbook that will show just how easy and accessible making sushi at home can be, written by Yuki Gomi, a Japanese chef who has taught thousands of people how to make

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their own sushi over the past couple of years. Juliet Annan bought rights from Adrian Sington at DCD and the book will be published in the summer of 2013.

Hamish Hamilton is delighted to be publishing the new book from Alain de Botton, *The State of Marriage*, in Spring 2014. *The State of Marriage* sees Alain de Botton returning to the form of his much-loved debut *Essays in Love*, combining essay, memoir, fiction and philosophy to chart a year in the lives of a couple, Ben and Eloise, as they encounter some of the many challenges of conjugal life. Simon Prosser acquired UK and Commonwealth rights, excluding Canada and with exclusive rights to Europe from Caroline Dawnay at United Agents.

Viking is hugely excited to be publishing *Midnight in Peking* by Paul French, a literary non-fiction narrative originally commissioned by Penguin China MD Jo Lusby, in both the UK and the US. Joel Rickett, Editorial Director of Viking acquired UK & exclusive European rights from Penguin China, and will publish as a Viking Trade Paperback in May 2012. In the US, rights were acquired by Stephen Morrison and Emily Murdock Baker, who will publish simultaneously. Italian rights have been sold to Einaudi Editore and Norwegian rights to Forlaget Oktober.

Set in the last days of Old China on the eve of World War II, *Midnight in Peking* has already been described as an "instant true crime classic" by David Peace. It follows the hunt for the killer of Pamela Werner, daughter of the former British consul, whose mutilated body was found under Peking's haunted Fox Tower. A Chinese-British detective duo went deep into the city's underworld to pursue suspects, but the case was buried under the Japanese invasion. Paul French, a British historian who has lived in China for 20 years, has found the lost investigation files and has finally solved the crime.

Joel Rickett, Editorial Director of Viking UK, said: "Imagine *The Killing* set in 1930s China, and you come close to the gripping brilliance of *Midnight in Peking*."

Viking is also delighted to be able to announce the extremely important acquisition of *Helga's diary* - the diary of a Jewish girl who lived through the Holocaust. Penguin holds World language rights to the title, excluding Czech.

Helga's diary begins in 1939 when she is eleven years old. Alongside her father and mother and the roughly 40,000 Jews who lived in Prague at the time, she endures the first wave of the Nazi

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invasion and racist brutality: her father is denied work, schools are closed to her, and she and her parents are eventually confined to their flat. Gradually, as the Nazis' full intentions unfold, deportations begin and her friends and family start to disappear.

In 1941, Helga and her parents are sent to the concentration camp of Terezin, where they live for three years, and then, in 1944, Helga's father is sent to Auschwitz. Helga and her mother choose to follow him there, not realising what lies in wait for them. Helga's uncle bricks her diary into a wall to preserve it. At Auschwitz, Helga's father is murdered, but miraculously Helga and her mother survive the camp, the many transports and journeys of the last days of the war, and manage ultimately to return to Prague. As Helga writes down her experiences since Terezin, completing the diary, she is fifteen and a half. Barely a single Jew remains in the city.

Written in pencil in school exercise books and translated here for the first time, *Helga's diary* is a strikingly immediate and exceptionally important first-hand account of the Holocaust. It will be a publication of international importance and a book that will endure for decades. Viking will publish in hardback on 7 June 2012.

At **Allen Lane**, Simon Winder has acquired, direct from the author, all rights to Geza Vermes' remarkable new book *Christian Beginnings, AD 30 - 320*. In this book Vermes, perhaps the world's greatest Biblical scholar, tells the highly controversial story of how the charismatic Jewish preacher Jesus was, over the three centuries following his death, turned by his followers into a god acknowledged by the Roman emperor and the heart of a vast imperial cult. Through his deep immersion in the world of early Christianity, Vermes has created a powerful narrative around this extraordinary sequence of events. Allen Lane will be publishing the title in the summer of 2012.

Also at **Allen Lane**, Stuart Proffitt has acquired world rights (from James Gill at United Agents) to *How the French Think: An Affectionate History of An Intellectual People* by Sudhir Hazareesingh.

How the French Think explores why the French are such an exceptional nation and why they *think* they are so exceptional. Hazareesingh suggests that in France, moral and intellectual prowess has always been given pride of place and intellectual activity is regarded not just as something for intellectuals but for almost everyone. Hazareesingh, a young Fellow of Balliol College, Oxford, traces the history of French intellectual tradition in an enormously enjoyable and highly original manner, showing how the French way of thought and the French way of life connect. It will be one of the most revealing books written about any European country for years. Allen Lane will publish *How the French Think* in Spring 2015.

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Penguin Children's division has been busy lining up some fantastic titles for 2012 and beyond. At **Puffin**, Razorbill's romantic, sexy and truly irresistible six part young adult series by UK teen author Ali Cronin - ***Three Little Words*** - features four teenage girls and three boys in their final year at school and portrays the gritty realities of teen life. This is real sex and real teens. Following the teaser showcased at Bologna Book Fair, six book deals were secured in Spain (Santillana) and France (les éditions Baam, part of Editions Jaiilu).

Puffin is thrilled to announce exclusively in its pre-Frankfurt round-up a ground-breaking partnership for *Three Little Words* between Penguin and beActive, who have a hugely successful and award-winning track record in multiplatform content creation around the world. Creators of the international hit *Sofia's Diary* and *Aisling's Diary*, beActive will be creating a dramatic multiple platform entertainment experience to coincide with the launch of the first book *Three Little Words: No Such Thing As Forever* which will be published in July 2012.

Puffin also has four brand new **Willard Price animal adventures** lined up, to be written by the award-winning author Anthony McGowan for ages 8-12. Amanda Punter, Publisher, and Shannon Park, Executive Editor at Puffin Books acquired world rights in a deal agreed with Zoë Watkins and Corinne Turner at FourteenFiftyFour, whose subsidiary Willard Price Literary Management Ltd owns the Willard Price estate. The first book will be published by Puffin in summer 2012 to mark the 125th anniversary of Willard Price's birthday on 28 July.

Canadian-born Willard Price was a well-respected natural historian who travelled around the world on expeditions for both the National Geographic Society and the American Museum of Natural History. His own extraordinary life of adventure (there are suggestions that he may even have been a spy) inspired the fourteen books that make up the much-loved children's Adventure series, which has enthralled generations of young readers.

Francesca Dow, MD of Penguin Children's Books says, "We believe the combination of Willard Price's action-packed animal adventures and Anthony McGowan's brilliant contemporary style will have huge appeal to readers aged eight plus. We are very excited to be publishing Anthony for the first time and to be working with FourteenFiftyFour on such a wonderful heritage property as Willard Price."

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Puffin is proud and delighted to be publishing Children's Laureate (and one of the UK's bestselling picture book authors) Julia Donaldson for the first time. Editorial Director, Louise Bolongaro acquired world rights in ***The Further Adventures of the Owl and the Pussy-Cat*** illustrated by Charlotte Voake which takes inspiration from Edward Lear's original tale to create a rich mix of nonsense and adventure.

Puffin also reveals the establishment of a brand new literary list, **Puffin Press**. Recognising a growing demand for desirable physical editions of children's books which can be treasured, gifted and shared, the list will emphasise stunning presentation with a deeply imaginative approach to design. With a limited run of around five titles a year, Puffin Press will next publish ***A Grimm's Fairy Tales*** in time for the anniversary of Grimm in 2012.

Another title lined up for the Puffin Press list is ***Maude, The Not-So-Noticeable Shrimpton*** written by Lauren Child and illustrated by Trisha Kraus. Sophisticated and highly decorative, Trisha's illustrations cleverly use innuendo and visual clues to embellish the tale of the not-so-noticeable Maude and her extraordinary family. Senior Editor, Janice Thomson acquired world rights and describes the book as, 'Edward Gorey meets *Vogue*.'

At **Frederick Warne**, much excitement is already surrounding the announcement that Oscar-winning actress and screen-writer Emma Thompson is to write a brand new Peter Rabbit story called ***The Further Tale of Peter Rabbit***. The book will be published in the UK on 6th September 2012. Frederick Warne hold world rights to the title and are confident that the combination of a character much loved by readers worldwide and an international star of Thompson's caliber will attract global sales. It is the first time that Frederick Warne has published an additional title to the series which Beatrix Potter wrote between 1902 and 1930. Emma Thompson, Oscar-winning actress and screen writer, has a talent for creating engaging narratives with a dry humour similar to Potter's own and is the perfect choice of author for this new Peter Rabbit tale which will be published 110 years after the original.

Emma says, "I've always loved Beatrix Potter, as a child and then as a mother and all the years in-between as well. When Mr Rabbit invited me to write a further tale, I was more honoured than I can say. I hope I don't let him or his extraordinary creator down."

Francesca Dow, MD of Penguin Children's Books says, "It is fitting that in a year that celebrates 110 years of Peter Rabbit we move this beloved character forwards and provide him with a brand new adventure. Children the world over have grown up enjoying these stories and now they can

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look forward to this exciting new addition to their collection. Emma’s writing is both fresh and original yet pays homage to Potter’s own unique style.”

Sunbird has been successfully publishing its mega selling **Moshi Monsters** range of books for the past year. Penguin holds world rights excluding North America for these titles and is looking to appoint local language publishers for the list. Moshi Monsters is a brand that is growing and growing on a global scale; it currently has over 50 million registered players in over 150 countries worldwide, and 1 in 2 UK children aged between 6 and 12 hold a Moshi Monsters account.

Sunbird is also excited to announce the acquisition of new brand **Herotopia**. Herotopia is an exciting new virtual world full of superheroes and super villains. It is a free-to-play online game, offering kids a rich and engaging world in which they can become their ultimate Superheroes. Travelling to real-world locations such as New York, the North Pole, Beijing and Paris, kids visit iconic destinations from the Eiffel Tower to Rockefeller Plaza, completing quests, games and adventures along the way. In addition to global travels and the action-packed mini-games, every new Superhero also has their own Secret Hideout, a fully customizable hero base where they can meet with their in-game friends. Sunbird will publish the accompanying books in late 2012 and have world rights.

Eric Huang, Publishing Director for Media & Entertainment at Penguin Children’s Books said, “Herotopia’s online world of heroes and villains is a rich source of narratives for books. We’re looking forward to working with the creative team at Herotainment to come up with stories and adventures behind the characters and help to expand the world beyond the online experience.”

Another brand set to be a major phenomenon among boys aged 6 to 12 is **Skylanders**, a cross-platform video game which launches globally this autumn. Sunbird is hugely confident about this new brand and will be publishing all accompanying books. The game evolves around Skyland which has been taken over by evil. The player’s job is to rid the world of evil with the help of his friends. Skylanders is a game changer for the video game world as it combines collectible figurines and gameplay in one.

Ladybird is delighted to announce a brand new pirate series developed by the in-house team. The first title in the series is **Skullabones Island: Yo Ho Ho Pirates!**, an interactive sound book

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perfect for three to five year olds, containing eight different pirate sounds to use alongside the stories. From dancing to pirate music and squawking parrots, Captain Cutlass and his loyal crew including Toolbox Tom and Lookout Lil are sure to delight young readers.

Finally, **Ladybird** is hugely excited about adding singer-songwriter and TV personality Peter Andre to its list. The pre-school series, written in collaboration with Andre, launched in the UK in September with two titles featuring young siblings, Peter, Mike and Debbie - ***A Happy Birthday Party*** and ***A New Day at School***. Father to Junior and Princess and step-Dad to Harvey, Peter's dedication and determination to be a hands-on father figure was recognized publicly last year when he was awarded the accolade of Celebrity Dad of the Year. The themes of Peter's stories centre around everyday events in a child's life and first experiences which will resonate and appeal to parents everywhere.

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