

# PRESS RELEASE

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## **DIARY OF A WIMPY KID BECOMES THE FASTEST SELLING BOOK OF 2011**

Puffin Books, part of Penguin Books, is delighted to announce that **Diary of a Wimpy Kid: Cabin Fever**, the 6<sup>th</sup> instalment in the *Wimpy Kid* series, has become the fastest selling book of 2011.

With sales of 81,656 copies, *Diary of a Wimpy Kid: Cabin Fever* has recorded the highest first week sales for any book in 2011, and was the fastest selling book across the UK Bookscan children's chart in 17 months – debuting at number 1.

The 81,656 sales for *Diary of a Wimpy Kid: Cabin Fever* represents a **169% increase** on the week one sales of *Diary of a Wimpy Kid: Ugly Truth* published in 2010, demonstrating the growth of the Wimpy Kid brand in the UK.

Francesca Dow, MD for Penguin Children's Books explains: "We are all absolutely thrilled at Puffin with these fantastic first week figures and are thoroughly delighted that the Wimpy Kid phenomenon continues to grow. With Jeff coming to the UK & Ireland next Monday to begin a week long tour, we know that the Wimpy Kid books will continue to sell in the run up to Christmas and well into the future. This is a hugely exciting time to be working in children's publishing and we're proud at Puffin to be publishing the top selling children's author."

The publication of *Diary of a Wimpy Kid: Cabin Fever* marked Puffin's largest ever print run. The series is a permanent fixture in the UK's Nielsen Bookscan Bestseller Charts with all five core books currently dominating the Top Ten of the Children's Chart. Over 5 million *Diary of a Wimpy Kid* books have been sold in the UK alone. Over 50 million books are in print in the United States and Canada and the books have been sold in more than 36 countries around the world.

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