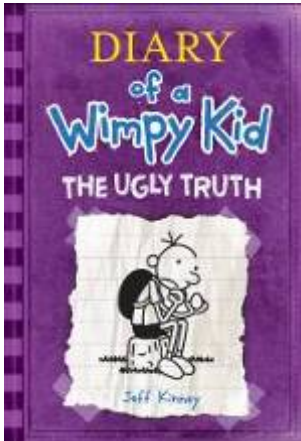


# PRESS RELEASE



## New Wimpy Kid sells one copy every 11 seconds in the UK!



17<sup>th</sup> November, 2010 – Nielsen BookScan figures released yesterday show that Jeff Kinney's **DIARY OF A WIMPY KID: THE UGLY TRUTH**, the fifth book in this bestselling series published on 10<sup>th</sup> November, is selling at the rate of one copy every 11 seconds in its first week of sales.

The book is currently No.1 in the children's book chart and is No.3 in the overall chart with only Jamie Oliver and the Guinness Book of World Records 2011 ahead of it.

The figures also put Kinney well ahead of first week sales for some of this Autumn's big hitters in the adult and children's book world including Meerkat autobiography *A Simples Life: The Life and Times of Aleksandr Orlov* as well as Cheryl Cole, Katie Price, John Grisham, Nigella Lawson and Patricia Cornwell in the adult chart and Jacqueline Wilson, Robert Muchamore and Darren Shan, who have all had big new releases in the children's chart this year.

It is also currently the only non annual in the children's chart top ten which is notoriously annual-dominated in the run up to Christmas.

Kate Skipper, Children's Campaign Buyer for Waterstone's comments: *'It's been a fantastic launch week for THE UGLY TRUTH. Jeff Kinney's creation is now competing in a very unWimpy fashion with the likes of Stephenie Meyer and Harry Potter! Sales of the series overall are growing and growing and we're all looking forward to a Wimpy Christmas.'*

UK publisher Puffin Books' first printing of the new book, which ran into six figures, marked their highest ever first print run for an individual title in their entire 70 year history.

These figures also show a 481% increase on the sales of the fourth book in the series, **DIARY OF A WIMPY KID: DOG DAYS** released in October 2009.



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Rachel Airey, Children's Fiction Senior Buyer for WHSmith adds: *'It's so exciting to see the sales coming through for THE UGLY TRUTH. It's been a long time since we've seen a new book launch like this.'*

Publication of THE UGLY TRUTH follows the much-anticipated DIARY OF A WIMPY KID film which released in UK cinemas in August this year. A second film is currently in production.

DIARY OF A WIMPY KID is very much a global success story and US publishers Abrams have been able to boast opening day sales for THE UGLY TRUTH as double those of former President George Bush's memoir DECISION POINTS!

Francesca Dow, Managing Director for Puffin Books, comments: *'It has been an incredibly exciting week - the phones ringing with retailers ordering urgent reprints, The Ugly Truth a solid No.1 on Amazon, and playgrounds buzzing with news of the new book. The fever is set to continue as word of mouth spreads among the fans that The Ugly Truth is out and is funnier than ever! That's the pattern in the US, which shows no sign of abating. We expect big excitement from now till Christmas - and beyond.'*

Sales & marketing momentum alerting children to the publication of *The Ugly Truth* included targeting current fans of the series on [wimpykidclub.co.uk](http://wimpykidclub.co.uk) and Facebook, a huge pre-awareness campaign targeting schools, bookshops and libraries nationwide, TV advertising to over 700,000 children on Cartoon Network and Nickelodeon and covermounting on 150,000 copies of *Match* magazine. In addition, there have been a range of competitions, point of sale and exclusives for all retailers including a chance to be 'wimpified' by Jeff Kinney on [Tesco.com](http://Tesco.com).

*The Ugly Truth* is a pivotal installment in the series and a must-read for fans.

"To me, the fifth book is the linchpin of the series," said author Jeff Kinney. "Since Greg Heffley is a cartoon character but also a literary character, I've always wondered if he should grow up or stay in a state of arrested development forever. This book answers that question once and for all"



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## Notes to Editors

Since publication of the *first Diary of a Wimpy Kid* book in the US in April 2007, more than **35 million** books are in print in the United States, and the books have been sold in more than **30 countries** around the world. Puffin published the first book in the UK in July 2008 and to date sales are close to **2 million** copies across the series in the UK alone.

Kinney's work has been widely credited for its ability to turn reluctant readers on to books and in 2009, he was named one of *TIME* magazine's most influential people in the world.

On the **25<sup>th</sup> August** the film adaptation of *Diary of a Wimpy Kid* was released in the UK and a second movie is in production now and expected to be in US theatres in March 2011.

Books by Jeff Kinney include *Diary of a Wimpy Kid*, *Diary of a Wimpy Kid: Rodrick Rules*, *Diary of a Wimpy Kid: The Last Straw*, *Diary of a Wimpy Kid: Dog Days*, *Diary of a Wimpy Kid Do-It-Yourself Book*, as well as *The Wimpy Kid Movie Diary*, a non-fiction book by Jeff Kinney published to coincide with the film's US release.



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