



BURRELL BOOK REPRINTING TO MEET HUGE DEMAND

London, 29 October 2003, Penguin announced today that it had put on a fourth reprint of *A Royal Duty* by Paul Burrell to cope with the demand from customers after two full days of sales. The latest reprint is for 100,000 copies, the largest so far, higher in fact than the initial print run of 95,000 copies. This takes the total print figure to 305,000 copies.

Penguin took orders of more than 50,000 copies from retailers within the first two hours of the book going on sale on Monday and customers are reporting extremely fast sales through the tills.

At WHSmith *A Royal Duty* was outselling Hillary Clinton's autobiography by four to one and Gary Kibble, business unit director of books at WHSmith said "we are expecting Paul Burrell's book to be the biggest book of the week across all genres." Jon Howells from Ottakar's said "so far it has been fabulous and our fastest selling adult title this year, even beating Beckham. This is not a flash in the pan." Sharon Gurney from wholesaler Gardners said, "*A Royal Duty* is the fastest selling book I remember since Andrew Morton's *Diana*." Penguin Adult Sales Director, James Kellow commented, "It has been an extraordinary forty-eight hours. We are delighted to see that the huge media attention for this book is translating into sales across the trade. We are all looking forward to getting accurate sales data of the full weeks sale from Nielsen BookScan next Tuesday."

Paul Burrell continued to promote the book on the radio yesterday, with interviews on BBC Radio 2's Jeremy Vine programme and RTE's "Marian Finnican Show in Ireland. Today he flies to New York to begin his publicity tour of the United States.

- Ends -

For further information please contact:

Joanna Prior on 020 7010 3250 or email: joanna.prior@penguin.co.uk