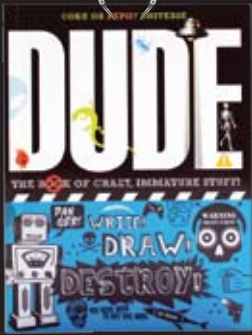


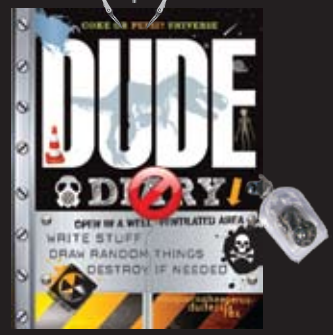
COKE OR PEPSI? UNIVERSE



THIS BOOK HAS BEEN BANNED ON EVERY OTHER PLANET IN THE GALAXY!

DUDE

THIS IS OFFICIALLY NOT A JOURNAL OR A DIARY... USE AT YOUR OWN RISK!



The ultimate "unbooks" – write, draw, destroy!

Dude! In pop culture, dudes are all over the place: Surf culture. "The Big Lebowski." Even the White House! The New York Times (10/24/09) noted "... the White House rife with fist-bumping young men who call each other "dude."

Certainly older dudes have stuff to read, but what books do younger dudes have what are written just for them? Now, they have **DUDE** and **DUDE DIARY**, wonderful creations from Fine Print Publishing which support the developing dude.

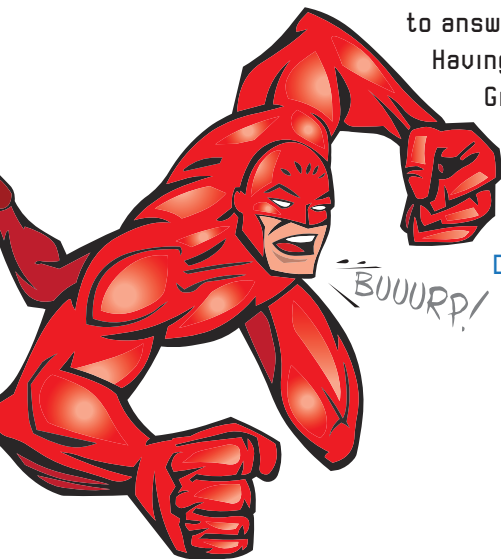
DUDE and **DUDE DIARY** are creativity-inspiring (but sometimes black-and-white) gift-sized books for boys only which are filled with crazy things to do, cool questions to ask, and gross stuff to think about. **DUDE DIARY** comes with a lock and key for maximum access denial. From TV shows to sweaty sports and alien abductions to superpowers, both books tap into the world of the tween boy and stimulate thought, writing, drawing, play and discussion between dudes.

The owner of Fine Print Publishing Company, William Gurvitch, has been in the book business for 35 years. He began with Harcourt Brace Jovanovich (now Houghton Mifflin Harcourt) in New York, and was elevated to president of HBJ International. In 1994, Bill started Fine Print to publish nonfiction, activity-type books for kids age 7 and up. Clever conception and unique illustration are the foundation of Fine Print's books, and that "you do something in our books, not just read them," explains Bill.

The first two titles for Fine Print, **KEYHOLE DIARY** (1994) and **BLUE DOG DIARY** (1996), both by Linda Campbell Franklin, have been reprinted more than 25 times. Linda's titles for Fine Print have sold more than 2 million copies at everywhere from Barnes and Noble and the MoMA Store to Sepulveda West Car Wash in Los Angeles.

The 4-book **COKE OR PEPSI?** series began in 2005, inspired by viral e-mail quizzes. Conceived and illustrated by Mickey and Cheryl Gill, **COKE OR PEPSI?** enables girls to answer questions and then pass the book to their friends to answer the same questions. The Gills are responsible for **DUDE** and **DUDE DIARY** as well. Having been on staff at Scholastic Book Fairs and being eternally young-at-heart, the Gills have a naturally successful (and often-copied) way of capturing kids' hearts and minds. "As much as I enjoy hearing from retailers that our books are flying off the shelves, my favorite part of the job is getting mail from kids who love our books," says Bill.

DUDE and **DUDE DIARY** are in bookstores and online retailers in January 2010.



More **DUDE** stuff can be found at thedudebook.com.

