

FOR IMMEDIATE RELEASE

CONTACT:

Matthew Peterson 888-376-8693, ext. 1

Email: media@paraworlds.com



PARALLEL WORLDS BOOK 1
PARAWORLD ZERO
Matthew Peterson

Nationwide Ad Campaign
\$150,000 Marketing Budget

Prominent ads appeared in the following publications and sites:

- New York Times (1/13/2008)
- Publishers Weekly (3 months)
- School Library Journal (3 mo.)
- Foreword Magazine (3 months)
- LOCUS Magazine (6 months)
- Realms of Fantasy (8 months)
- The Magazine of Fantasy & Science Fiction (back cover)
- Poets and Writers
- The Bloomsbury Review
- VOYA (Full-page color)
- Reading Teacher
- Journal of Adolescent & Adult Literacy (inside back cover)
- American Booksellers Association programs (2 mo.)
- The Independent Book Publishers Association (2 mo.)
- The Bulletin of the Center for Children's Books (b cover)
- ConNotations (12 months)
- Talebones (back cover)
- BookBrowse.com (4 months)
- CurledUp.com (2 months)
- YABooksCentral.com (3 mo.)
- SpecFicWorld.com (12 months)
- MyShelf.com (6 months)
- Flamingnet.com (2 months)
- OnceWritten.com (2 months)
- AuthorsDen.com (12 months)
- FreshFiction.com (12 months)
- LocusMag.com (2 months)
- ThePedestalMagazine.com
- SciFiDimensions.com
- SFrevu.com
- FantasyBookspot.com
- Ralan.com
- TeensReadToo.com
- ShoutLife.com
- CarolHurst.com (2 months)
- LocusMag.com (2 months)
- PublishersWeekly.com (2 months)
- SLJ.com (2 months)
- Amazon.com buy X get Y
- ForeWordMagazine.com (2 mo.)
- 48 x 14 foot billboard in Utah
- 5 million opt-in email list

... and many more!

Wanted: One Nerdy Boy From Earth to Save Our Planet. Magic User Preferable.

Parallel Worlds is proud to present the audio version of Matthew Peterson's debut young adult novel, **PARAWORLD ZERO**, which after its release, placed in over 15 book/audiobook contests and hit the BarnesAndNoble.com bestseller list and Amazon.com bestseller list in "Magic and Wizards." Over 30,000 flyers, 40,000 bookmarks and 6,000 free books and audiobooks were given away during the launch. With the help of Amy Hess, publicist from Planned Television Arts, and John Kremer, book marketing guru, well over seven million people heard or read about Matthew and his book from the radio, TV, newspaper, and Internet.

PARAWORLD ZERO delves into the mind of a 12-year-old boy who is plagued with the inner demons of low self-esteem, abandonment and loneliness. He is suddenly trapped onto a parallel world, where he discovers he can now perform magic. With the aid of some peculiar friends, he realizes his true potential, solves an ancient mystery and combats his inner struggle for normalcy. The audiobook is 12 hours and 28 minutes long (10 CDs) and includes over 100 unique character voices.

"Flame throwing pigeons and demonic dumpsters. Funny and imaginative."
— Maria V. Snyder, NYT bestselling author of Fire Study

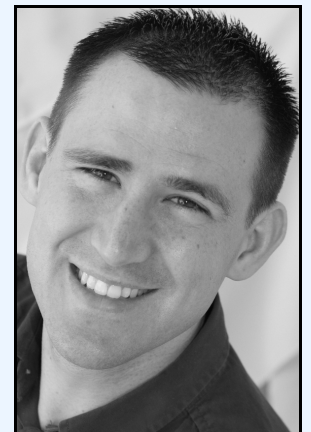
"It's always a pleasure to find a new writer . . . with flair and humour and a truly original imagination . . . Read it. Trust me, you'll have a terrific time."
— Douglas Hill, bestselling author of nearly 70 books

"The exciting action of Star Wars with the humor of Napoleon Dynamite . . . Paraworld Zero has strong potential to be popular among readers."
— Diana Pharaoh Francis, author of the Path and Crosspointe series

About the Author

Matthew Peterson is an award-winning short story writer, second degree black belt in karate, Eagle scout, computer programmer, and former missionary. He also has uncanny luck with "firsts," from getting accepted to the first and only university he applied to (Brigham Young University), becoming the Director of Information Technologies from his first and only job interview after graduating with a business management degree, and even marrying the first woman he dated in college. He wanted twins, and, miraculously, his first two children were red-headed twins. He won first place in the first writing contest he entered (WritersWeekly.com), and the first publisher he sent his book to bought the rights to publish it. He hopes his luck with "firsts" will continue on with his debut novel, **PARAWORLD ZERO**.

Learn more at www.ParaWorlds.com/media



Title: Paraworld Zero
Series: Parallel Worlds
Author: Matthew Peterson
Artist: Matthew Peterson
Publisher: Parallel Worlds LLC
(Note that the paperback was published by Windstorm Creative January 2008)
Genre: Young Adult / Fantasy / Sci-fi
Reading Level: Ages 9 and up
ISBN: \$16.99 Print 978-1-59092-491-4
\$11.99 E-Book 978-0-9819227-0-6
\$29.95 MP3-CD 978-0-9819227-1-3
\$39.95 MP3-DVD 978-0-9819227-2-0
\$49.95 Audio CD 978-0-9819227-3-7
Publication Date: July 2008
Running Time: 12:28 Hrs (10 CDs)
Pages / Illustrations: 251 / 30
Trim: Paperback 6 x 9 x 0.5 inches
Audio CD 7.5 x 5.4 x 1.3 inches
MP3-CD/DVD 5 x 5 x 0.25 inches
Binding: Trade pb, Audio, E-Book
Print Run: 5,000, various
Marketing Budget: \$150,000
Distributors: Baker & Taylor, Audible, Overdrive, CDBaby
Tour: NY, CA, AZ, UT, MN, NC, CO, FL, and Canada

Summary: Twelve-year-old earthling, Simon Kent, stumbles upon a secret that thrusts him into a bizarre adventure filled with magic, technology and deadly out-of-this-world creatures. He discovers a true friend, confronts his inner demons and becomes the savior to a peculiar race of people, when all he truly wants is to find his way back home.

Relevance: Many young adults struggle with low self-esteem, strange new hormones and loneliness. Simon Kent is no different, but he discovers that by believing in himself he can overcome any obstacle... even if it's saving the entire planet from total annihilation.

Website:
www.ParaWorlds.com/media



Awards and Reviews for Paraworld Zero

- ★ BarnesAndNoble.com bestseller and Amazon.com category bestseller!
- ★ First Place in the London and Los Angeles DIY Book Festivals
- ★ ForeWord Magazine's Book of the Year Awards Finalist
- ★ Winner of the National Indie Excellence Book Awards
- ★ Second Place in the Moonbeam Children's Book Awards
- ★ Next Generation Indie Book Awards Finalist
- ★ Honorable Mentions in the New York, Hollywood, Beach Book, & New England Book Festivals
- ★ Third Place for the Preditors and Editors Best SF Novel Award
- ★ Silver award from the Mom's Choice Awards
- ★ Finalist in the National Best Books Awards
- ★ Fallen Angel Reviews Recommended Read

"...a must read for anyone who loves fantasy and... a good adventure/coming-of-age novel." – **Flamingnet TOP CHOICE Award**

"...stirring audio adaptation that the whole family can enjoy, perfect for long car trips. Highly recommended." – **Midwest Book Review**

"It's a [fast]-paced story with lots of action and character interaction... can really draw in a child reader's imagination... It has plenty to offer to make it an exciting page-turner for its young adult audience..." – **BookspotCentral.com**

"Its rollicking adventure style reminds this reader of a cross between Harry Potter's adventures and those of Artemis Fowl. Colorful characters, fast-paced adventure, and clever humor make this an interesting read." – **TeensReadToo.com**

"Fantasy lovers will devour Paraworld Zero... incredibly unique and captivating." – **ThePageFlipper.blogspot.com**

"Enticing and very entertaining... funny, unique, and imaginative series." – **TheCompulsiveReader.blogspot.com**

"Peterson deftly blends elements of fantasy and science fiction in this action packed romp." – **The Faerie Drink Review**

"ParaWorld Zero is one of those rare young adult novels that all ages will enjoy... Don't miss this one!" – **SpecFicWorld.com**

"The characters are lively and the storyline is fast paced and exciting to read." – **TheBookBinge.com**

"Amazing! Harry Potter step back... fun adventures, cool characters, and laughable moments..." – **Yellow30SciFi.com**

"This sci-fi/fantasy adventure pulls the reader in from the first sentence... Filled with humor, cool new gadgets and spells, and an extremely original premise, this is one book you do not want to miss out on... Two thumbs up." – **MySpace.com/BookChicClub**

"...Peterson shows a good grasp of what makes a book exciting, injecting his novel with a cracking pace, endearing characters - and... [a] breakneck climax... I wouldn't be surprised if the book wasn't optioned for a film..." – **Sci-Fi Online**

"...a nice mix of SF and fantasy... an excellent cliffhanger that made me excited about the next episode." – **BookLoons.com**

"...tale of magic, mayhem, and maturation... action packed... A reasonable blend of science fiction and fantasy..." – **VOYA**

"Readers will delight in this first book... Outlandish misadventures and "grossology" will amuse all young readers." – **MyShelf.com**

"...Harry Potter meets Star Wars... Paraworld Zero is a sharply written, highly entertaining young adult novel. It is accessible, fast paced, with enjoyable, realistic characters." – **WormsSciFi.com**

"Paraworld Zero held me in my seat from the first page. An exciting fast-paced adventure, chock full of magic and humor... Matthew Peterson has a delightful imagination and a wonderful sense of humor." – **MySpace.com/weaversofwords**

"...vivid imagination... I highly recommend this novel to fantasy fans of every age." – **MySpace.com/multiversereviews**

"The author has mastered the formula for injecting a constantly increasing level of tension in his story... This series should become a bestselling set of stories. We rated it an almost perfect five hearts." – **HeartlandReviews.com**

"...an original, creative, and engaging story... I am utterly amazed at how engrossed I was by this book... This book makes you feel the magic and imagination of childhood all over again." – **BookPleasures.com (Kelly Moran, Author and Reviewer)**

"Flame throwing pigeons and demonic dumpsters. Funny and imaginative." – **Maria V. Snyder, NYT bestselling author**

"The exciting action of Star Wars with the humor of Napoleon Dynamite. I think Paraworld Zero has strong potential to be popular among readers." – **Diana Pharaoh Francis, author of the Path and Crosspointe series**

"More fun than a barrel of computer games... Read it. Trust me." – **Douglas Hill, bestselling author of over 70 books**

"...a well-written, well-narrated piece of literature." – **ReaderViewsKids.com**

"Lewis, Rowling, and Tolkien on steroids... an imaginative and creative coming of age adventure." – **TheReadingTub.com**

"...the next big young adult series. I was spellbound from the very beginning." – **FallenAngelReviews.com (recommended read)**

"Paraworld Zero is one of those novels that stands out among the rest." – **LiteraryMagic.com**

"...readers will find themselves drawn into the rollicking adventures of Simon and his friends." – **YABooksCentral.com**

2008 Promotions for Paraworld Zero





Promotional Budget: well over \$150,000

Publicist: Amy Hess with Planned Television Arts. 843-903-4482. hessa@plannedtvarts.com

Consultant: John Kremer with Open Horizons. 575-751-3398. JohnKremer@bookmarket.com

Self-Promotion: The author, Matthew Peterson, has a degree in business management. He is promoting Paraworld Zero full-time and is also spearheading many of the marketing campaigns.

We secured prime advertising spots in the top fantasy and science fiction magazines (LOCUS, Realms of Fantasy, F&SF, etc), including publications for schools and libraries (School Library Journal, Reading Teacher, JAAL, etc). Dozens of high-traffic websites (BookBrowse.com, CarolHurst.com, etc), blogs and newsletters drove readers to the bookstores to buy Paraworld Zero. Prominent ads were shown in magazines, newspapers and websites, including **The New York Times**, Publishers Weekly, VOYA, The Bloomsbury Review, Foreword, Poets and Writers, and many more. Also, we gave away thousands of free audiobooks to jumpstart the sales of Paraworld Zero, set up a 48x14 foot billboard near a university and shopping mall in Utah, and participated in the Buy X get Y program with Amazon.com. Paraworld Zero was teamed up with Harry Potter and the Deathly Hallows.

	<p>Matthew Peterson was featured on NBC (channel 12 KPNX in Phoenix, Arizona) and on <i>The Artist's Craft</i> (channel 10 in Raleigh, North Carolina) in January. He was also a guest blogger and featured author on numerous websites in December, January and February, including ShoutLife.com (15 million page views a month) and FreshFiction.com.</p>
	<p>In 2008, a featured news article centered on Matthew Peterson's book, Paraworld Zero, life and writing was published by an estimated 75 to 100 newspapers with an expected readership to be in the millions. A promotional email was also sent to over five million opt-in scifi/fantasy readers on January 14, 2008.</p>
	<p>Planned Television Arts scheduled 18 morning radio interviews for Matthew on January 14, 2008, which included USA Radio and its 275 nationwide affiliates. Over 5 million people listened to the interviews. Matthew also presented at numerous schools, libraries, and bookstores in several states. He was invited to be interviewed for the World Fantasy Convention website and to speak on a panel at the World Science Fiction Convention. Matthew has many hours of acting and teaching experience.</p>
	<p>We mailed out 30,000 full-color flyers, 40,000 bookmarks, and 6,000 sample copies of Paraworld Zero to bookstores, schools and libraries. Many websites included Paraworld Zero in their contest offerings. Matthew toured in Phoenix/Tempe/Tucson AZ, Salt Lake City/Orem/Provo UT, Los Angeles CA, Raleigh/Charlotte/Wilmington NC, Minneapolis MN, New York, Denver CO, FL, & Calgary Canada. He spoke at several conventions. Matthew had booths at the 2008 BookExpo America, the Public Library Association Conference, the Los Angeles Times Festival of Books, the New York Times Book Festival, and several book events in Arizona.</p>

Additional Promotions for Paraworld Zero

2008 Trade Shows and Conventions Matthew Peterson/Parallel Worlds LLC Exhibited or Promoted at:

1. BookExpo America (booth #5741 in the Writers Row) - gave away 400 books and got a couple contracts.
2. Los Angeles Festival of Books (booth # 929)
3. Public Library Association's 12th National Conference (booth #1326)
4. New York Book Festival (had a booth)
5. Fountain Hills Book Festival (had a booth)
6. Grand Desert Days Festival (had a booth)
7. The World Fantasy Convention in Calgary, Canada (interviewed on website, spoke on panel, donated 750 audiobooks)
8. Tri County Comic Con in Orlando, Florida (will be the guest of honor, will have a booth)
9. CopperCon 28 in Phoenix, Arizona (participated)
10. World Science Fiction Convention in Colorado (gave away dozens of free audiobooks, was on a panel)
11. Nebula Awards in Austin, Texas (gave away hundreds of free books and audiobook samples to attendees)

Paraworld Zero was displayed at the Foreword Magazine booths at the following trade shows: Bologna, London, Beijing, Frankfurt, and BookExpo America. Several great contacts have been made because of this and publishers from Korea, Croatia, Serbia, and Estonia are looking at Paraworld Zero. An agent in Korea has already translated part of the book and is shopping it around there.

Through the 2008 Jenkins Group / Combined Book Exhibit, Paraworld Zero has been or will be displayed at 21 trade and library shows, including BEA, BEC, and London. From this, Matthew has been invited to do library visits. See this site below for info on the shows.

http://www.bookpublishing.com/ip/includes/cbe_2007/jgicbe_25shows_9_20_07.pdf

In January, Paraworld Zero was teamed up with Harry Potter 7 on Amazon.com's Buy X get Y program.

American Booksellers Association (BookSense) Promotions:

1. Booksense Red Box Mailings: Mailed 1,200 review copies to bookstores
2. Booksense Red Box Mailings: Mailed 1,350 flyers
2. Booksense Red Box Mailings: Mailed 1,200 packs of 25 bookmarks
3. Childrens Booksense White Box Mailing: 1200 flyers to bookstores
4. Booksense ADVANCE ACCESS PROGRAM (mailed ARCs to bookstores)
5. Bookselling This Week newsletter – twice
6. Co-Op Reimbursement program, where Paraworld Zero was put on prominent spots on websites and shelves

PMA/IBPA Promotions:

1. January and September Direct Mail Public Library Mailing (7,800 flyers)
2. Books for Review
3. Target Marketing Mailing Children's/Young Adult
4. Target Marketing Mailing Fiction/Poetry/Literature
5. January Bookstore Mailing (3,500 flyers)
6. January K-12 Direct Mail Library Mailing (4000 flyers)
7. September K-12 Direct Mail Library Mailing (4000 flyers)

Mailed personal letters to 700 bookstores. Mailed 300 books to review magazines. Entered dozens of contests.

www.Discount-Lists.com (sent an email to 5 million opt-in “fantasy/scifi” subscribers)

MySpace page (www.myspace.com/pworlds) now has 1,300 friends. Monthly newsletter to 5,000 subscribers.

Evans Billboards (set up a 14 x 48 billboard for 8 months in Utah, near UVSC).