

Coming September 8, 2009

From the visionary creator of CSI
THE WORLD'S FIRST DIGI-NOVEL™

UNLOCK A NEW LEVEL OF FEAR

LEVEL 26: DARK ORIGINS



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WATCH THE TRAILER**

On-Sale 9/8/09

Hardcover

isbn: 978-0-525-95125-4
\$26.95 (\$33.50 CAN)
Includes 20 illustrations
from Marc Ecko

The Digi-Audio™ Experience

Unabridged CDs - 9 hours on 8 CDs
isbn: 978-0-143-14522-6
\$39.95 (\$50.00 CAN)
Read by John Glover
Includes bonus DVD with cyber bridges and
a slideshow of original illustrations by Marc Ecko

Confirmed Marketing & Publicity September Highlights

National Television

- 9/8: CBS The Early Show live interview
- 9/9: NBC Extra interview to run
- 9/9: Fox News Channel "Hannity" live interview
- Date tk: PBS Charlie Rose interview

Radio

- 9/8: Dennis Miller Radio Show live interview
- 9/9: 20-City Radio Satellite Tour
- 9/11: Radio Satellite Tour with Premier Radio Networks from LA

Major Print and Online Coverage

- Associated Press review
- Reuters interview
- Philadelphia Inquirer story
- NY Post interview
- Forbes.com interview

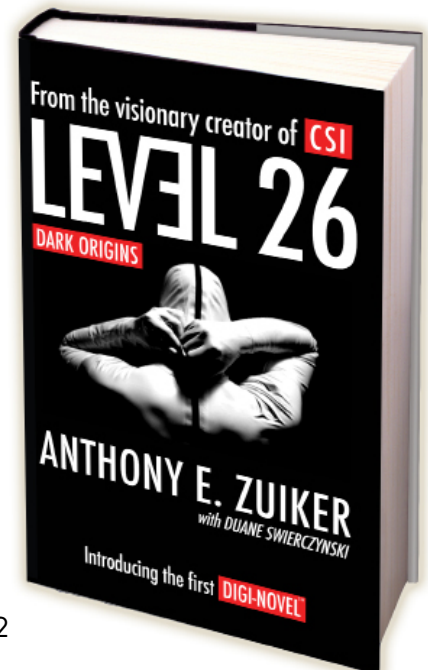
Online Advertising

- Hulu.com: Trailers running within the suspense and crime drama programming 9/8 - 9/22
- craveonline.com: Trailers and Flash ads running for 2 weeks 9/1 - 9/15
- Facebook advertising for at least 4 weeks targeting horror/suspense and CSI fans

Ongoing interactive promotions at www.level26.com

Already ran

- Profile in September issue of Fast Company on-stands 8/6
- Publishers Weekly boxed review 7/20
- LATimes.com piece ran 7/20
- USA Today feature on the front page of Life section ran 5/20



www.level26.com



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