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For Immediate Release



**DIMENSIONAL
BRANDING
GROUP**

**New York Times #3 Best Seller PRIDE AND PREJUDICE AND
ZOMBIES Taps
Dimensional Branding Group to Launch Licensing
Program**

San Francisco, CA – April 15, 2009 – The Dimensional Branding Group (DBG) proudly announces its exclusive representation of Quirk Books best seller, **PRIDE AND PREJUDICE AND ZOMBIES** by Jane Austen and Seth Grahame Smith for product licensing. There are currently over 200,000 copies in print, with more copies on the way! *Pride and Prejudice and Zombies* has secured the # 3 spot on the *New York Times Best Seller* trade paperback fiction list and is in the Top 10 Amazon Bestseller list!

DBG is licensing all categories, including stationery and calendars, apparel, accessories, inter-active, novelties, collectibles and board games. John Leonhardt, President of DBG, says, “**ROMANCE! HEARTBREAK! BRAAINS!** These are all key attributes for a successful licensing program. *Pride and Prejudice and Zombies* has inspired an immediate and passionate connection with readers. This is a book that is rapidly becoming a cornerstone of pop culture – and its fans are already asking for quality consumer products that will reinforce the experience they’ve gotten from the book.”

"It is a truth universally acknowledged that a zombie in possession of brains must be in want of more brains." So begins *Pride and Prejudice and Zombies*, an expanded edition of the beloved Jane Austen novel featuring all-new scenes of bone-crunching zombie mayhem. As the story opens, a mysterious plague has fallen upon the quiet English village of Meryton—and the dead are returning to life! Feisty heroine Elizabeth Bennet is determined to wipe out the zombie menace,

but she's soon distracted by the arrival of the haughty and arrogant Mr. Darcy. What ensues is a delightful comedy of manners with plenty of civilized sparring between the two young lovers—and even more violent sparring on the blood-soaked battlefield as Elizabeth wages war against hordes of flesh-eating undead.

Initially, the book was to be released on June 1, 2009. However, due to pre-publication buzz and high consumer demand, Quirk Books moved the publication date to April 1. Current press for *Pride and Prejudice and Zombies* includes *Time Magazine*, *USA Today*, *Entertainment Weekly*, *NPR*, *Wired Magazine* and much, much more.

Upon release Quirk began immediately fielding film rights requests and anticipates making a formal film deal announcement at the end of April! Quirk will also be announcing the sequel to *Pride and Prejudice and Zombies* at Book Expo America in June and will publish the new title in October 2009. A deluxe, hardcover edition of *Pride and Prejudice and Zombies* releases in November 2009, including 15 new color illustrations and 30% more zombie action!! Another sequel in the newly dubbed *Quirk Classics* line is set for release in Spring 2010.

About Dimensional Branding Group, LLC:

The San Francisco Bay Area based Dimensional Branding Group (DBG) focuses on brand licensing and mergers and acquisition services with a unique emphasis on strategic marketing and consumer research. DBG specializes in developing evergreen toys, children and iconic brand trademarks into entertainment placement and new extension markets. Its clients include PlayStation, (including game titles such as God of War, Ratchet and Clank, and Little Big Planet, among others), Jenga, Skee-Ball, MoMA Modern Kids, Kindermusik, Chronicle Books, Quirk Books, Worst-Case Scenario, *Pride and Prejudice and Zombies*, Big Wheel, and Bob's Space Racers & Masha D'yans. www.dimensionalbranding.com

About Quirk Books: Philadelphia based Quirk Books is a publisher of impractical reference and irreverent nonfiction (probably the first ever). At Quirk you'll find humor books, pop culture books, gift books, reference books, and hybrid books that cross over from market to market and genre to genre. Quirk's mission is to amuse, to bemuse, to entertain, and to inform (not necessarily in that order, but usually all at the same time).



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