



RANDOM HOUSE AUSTRALIA

MEDIA RELEASE
For immediate release

***BRISINGR* – THE PUBLISHING SENSATION OF 2008**

Random House Australia is proud to present *Brisingr*, the third volume in the bestselling Inheritance Cycle, by Christopher Paolini. Already heralded as the publishing sensation of 2008, Random House has secured printing, distribution, sales and marketing deals to ensure maximum buzz, publicity and support for this hugely anticipated title.

Brisingr has the largest marketing spend of any Random House Australia book this year and the biggest initial print run of any children's book ever published by the company. In anticipation of spectacular sales, booksellers are running their own extensive advertising and marketing campaigns separate from all their other titles. As the text is under a strict worldwide embargo, online fan sites and social communities are buzzing with countdown fever and plot speculation.

Random House Australia has ensured that Australian fans will not miss out on the worldwide phenomenon by scheduling *Brisingr* for a simultaneous worldwide release at exactly 2:01pm AEST on Saturday 20 September 2008. This will be accompanied by carefully coordinated bookseller events all over the country. A dedicated Australian website, www.brisingr.com.au, with updated news content, competitions and spoilers has been launched this month. Further content and a special filmed message from Christopher Paolini will be added to the website in the lead up to publication.

Justin Ractliffe, Sales and Marketing Manager of Children's Books at Random House, says, '*Brisingr* is going to be massive, and we are stepping up to deliver a sales, marketing and publicity campaign that will make certain that this is the publishing phenomenon of the year.'

In a worldwide exclusive, Random House Australia is running a major competition to win a solid gold one-of-a-kind *Brisingr* medallion worth \$10,000. Officially endorsed by Christopher Paolini, the medallion features a certified autograph by Paolini and an illustration by cover artist John Jude Palencar. A unique SMS code is included on every stickered *Eragon* and *Eldest* book available from bookstores from July onwards. Fans can enter the competition by buying the book and sending their code to a special number or by entering it into the website. The competition will close on the 31 October and the winner will be drawn shortly thereafter.

Linsay Knight, Head of Children's Books at Random House, states, 'We are proud to be publishing books that lovers of inspired story-telling are waiting to get their hands on – our young readers are counting down the days till publication. The Inheritance Cycle has reinvigorated the classic fantasy genre with youthful energy and contemporary style.'

Christopher Paolini was fifteen when he wrote *Eragon*, first published by Random House in 2003. Now he is 25, and *Eragon* and *Eldest* have sold more than 13 million copies worldwide, with *Eragon* having sold an astonishing 50 foreign-language licences.



Facts about the Inheritance Cycle:

- **13 million copies sold worldwide**
- **Over 400,000 copies sold in Australia alone**
- ***Eragon* was the highest grossing Australian children's title in 2006**
- ***Eldest* was the second-highest grossing Australian children's title in 2007 (behind *Harry Potter 7*)**
- **Both titles were #1 *New York Times* bestsellers**
- **Both titles were #1 Bookscan bestsellers in Australia**
- ***Eragon* was made into a #1 Box Office Hollywood movie starring John Malkovich, Jeremy Irons and Robert Carlisle**

Christopher Paolini will be available for limited media access on release of *Brisingr*.

For further information or interview requests please contact:

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