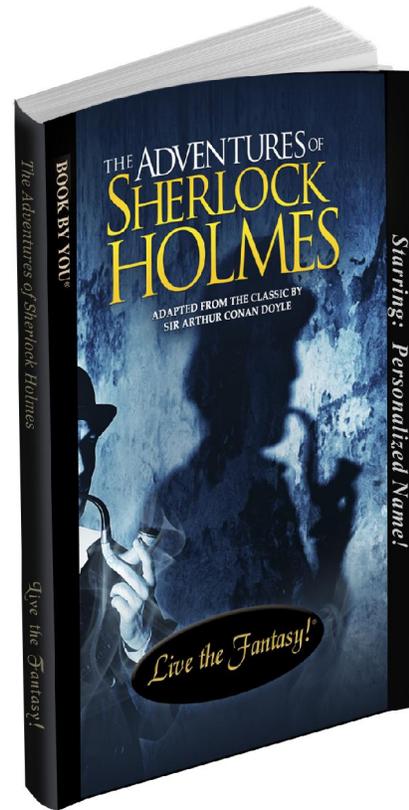


## Press Release

# Classic Book By You® Releases New Personalized Edition of The Adventures of Sherlock Holmes

**London, Ontario, Canada** - September 15, 2011 - Book By You® today announced the launch of *The Adventures of Sherlock Holmes*, the new personalized classic novel from Classic Book By You®. Readers can now solve twelve famously perplexing cases themselves by selecting the names and features for several characters in this special edition of Sir Arthur Conan Doyle's mystery novel.

This influential 1893 compilation contains suspenseful tales of family secrets, dastardly conspiracies and international intrigue. And now readers can put themselves into five roles, including world-renowned sleuth Sherlock Holmes, his loyal friend (and the book's narrator) Dr. John Watson, and even notorious vixen Irene Adler. "Everyone who loves mysteries knows Sherlock Holmes," commented Mike Pocock, founder of Book By You®. "Lately he's won new fans thanks to the hugely popular Robert Downey, Jr. film and the recent modern BBC adaptation seen in the U.S. on *Masterpiece*. Our new version is both respectful of the classic while offering mystery-lovers a new way to delve into the Sherlockian world."



*The Adventures of Sherlock Holmes* joins the line of Classic Book By You® personalized novels, including Gaston Leroux's gothic masterpiece *The Phantom of the Opera*, Jane Austen's romantic *Pride and Prejudice*, the immortal *Dracula* by Bram Stoker, and the thrilling coming-of-age pirate novel *Treasure Island* by Robert Louis Stevenson. Several more will soon join these on the virtual shelves. Readers can include friends, relatives, co-workers or Hollywood stars in their very own personalized editions of these novels. In many cases the characters' hair colors and eye colors can also be included, resulting in thousands of changes in each book.

Each book can be purchased in either paperback or hardcover—a new feature from Book By You®. In addition, gift-givers can add a free dedication within the novel, add a custom photo to the back cover, or purchase gift certificates.

To purchase a Classic Book By You® personalized novel, readers go to the company's website at <http://www.ClassicBookByYou.com> and complete a character questionnaire specifying the information to be included in their book. The company offers a free demonstration area where readers can preview personalized excerpts from any of the company's classic, teen, romance, mystery or children's novels. **Media interviews are available upon request.**

###

For more information contact:

Michael Pocock  
Book By You Publishing

Email: [publish@BookByYou.com](mailto:publish@BookByYou.com)  
Telephone: 1-877-898-1440