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Chronicle Books Enters Mass Customization Market with Acquisition of DOGS 24/7 and CATS 24/7

AMERICA'S 141 MILLION CAT AND DOG LOVERS CAN FEATURE THEIR VERY OWN PETS ON THE COVERS OF TWO BEST-SELLING BOOKS

SAN FRANCISCO, CA - September 20, 2004 - Chronicle Books acquires exclusive publishing rights to **DOGS 24/7** and **CATS 24/7**, two titles created by Rick Smolan and David Elliot Cohen, the *New York Times* #1 best-selling authors of the *Day in the Life* and *America 24/7* book series. Smolan and Cohen are known for large-scale photo projects that combine compelling storytelling with state-of-the-art technology. More than five million copies of their books have been published over the past two decades.

Now, in partnership with Chronicle Books, Smolan and Cohen are turning their attention to America's love affair with its 68 million dogs and 73 million cats.

- More than 60% of Americans live with a pet.
- America's cat and dog lovers spend more than \$38 billion annually on their animals.
- More than half of American pet lovers would choose their pet as their sole companion if stranded on a desert island.

From September 15 through October 31, 2004, Smolan and Cohen invite these millions of pet lovers to send digital photos of their beloved cats and dogs to www.cats24-7.com and www.dogs24-7.com. The best of these submissions – along with compelling photos taken by top photojournalists across America – will be included in **DOGS 24/7** and **CATS 24/7**, scheduled for publication in June 2005.

ANYONE CAN PUT THEIR OWN PET ON THE COVER

Thanks to the project's Custom Cover innovation, even people who don't get their pet's picture *in* the book can still put it *on* the book. When **DOGS 24/7** and **CATS 24/7** are published in June 2005, everyone who submitted a digital photo will receive an email showing their photo mocked-up on the cover. For only \$7.95 (+ \$2.95 S/H), "proud parents" will be able to click a link and instantly order customized jackets for their own copies of **DOGS 24/7** and **CATS 24/7** (US Retail, \$24.95). Even those who didn't participate will be able to upload a digital photo to <http://www.america24-7.com/customcover> at any time and order a Custom Cover featuring their pet.

Smolan and Cohen proved the success of the Custom Cover concept when **AMERICA 24/7** was published in the fall of 2004. To date, more than 40,000 people who purchased the *New York Times* best-seller (21% of all buyers) have uploaded digital photos of their children, parents, partners, and pets and in return received high-quality custom-made dust jackets featuring their photos on the cover. Even Oprah Winfrey could not resist. When she featured Smolan and Cohen's **AMERICA 24/7** on her annual "Favorite Thing" program, she proudly held up her own customized copy of **AMERICA 24/7** featuring her beloved dogs, Sophie and Solomon, on the cover.

"We at Chronicle Books believe that the personalization of books pioneered by Smolan and Cohen is an important part of the future of book publishing," said Nion McEvoy, Chairman and CEO of Chronicle Books. "We see **DOGS 24/7** and **CATS 24/7** as strategic additions to the Chronicle line of best-selling books and are pleased to be offering America's pet owners a way to show off both their pets and their photography skills at the same time."

SPONSORS & TECHNOLOGY

24/7 Media and Chronicle Books turned to **Webshots** to power the online photo submission process for **DOGS 24/7** and **CATS 24/7**. As the world's largest photo-sharing site, Webshots has the technology and expertise to fulfill a project of this magnitude. The streamlined photo uploading, sharing, and printing capabilities at Webshots will allow America's pet owners to easily and conveniently submit favorite pictures of their furry friends. For the past nine years, Webshots (www.webshots.com) <<http://www.webshots.com/>> has provided the Web's photo-sharing public with a variety of ways to enjoy photos on their computer desktops, TVs, and mobile phones. Only Webshots enables its members to share photos with family and friends through unique features like Photo Messages™, moblogging, online photo albums, and custom prints and gifts. Wildly popular, Webshots now has more than 32 million members and a collection of over 100 million photos. Webshots members are passionate about their ability to browse the world's largest photo network and to use the Web's best photo search. Webshots, a CNET Networks company, was founded in 1995 and is based in San Francisco, California. Webshots is proud to be the Official online photo site for **DOGS 24/7** and **CATS 24/7**.

Additional support provided by **eBay, Google, and Acronym Media.**

ABOUT CHRONICLE BOOKS

One of the most admired and respected publishing companies in the United States, Chronicle Books was founded in 1966 and, over the years, has developed a reputation for award-winning, innovative books and quality merchandise. The company continues to challenge conventional publishing wisdom, setting trends in both subject matter and format, maintaining a list that includes titles in fine art, cookbooks, children's books, music, and popular culture. To visit Chronicle Books online, go to www.chroniclebooks.com.

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