

HURRICANE NEWS AND CURRENT EVENTS

Jan – March 2007

- ***Yesterday We Had A Hurricane*** enters its second printing in less than seven months from its release.

Fall 2006



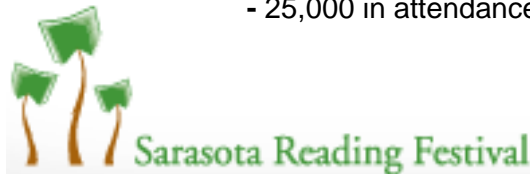
Deirdre Mercier returns to beautiful **Charleston, South Carolina** for her holiday book-signing tour 11/29 – 12/3.

Watch for her at area Barnes & Noble, WaldenBooks and Books-A-Million stores.



School Library Journal, **C-Span** and the **Discovery Channel** feature Deirdre Mercier and *Yesterday We Had A Hurricane*.

- Deirdre Mercier is a featured author at the **2006 Sarasota Reading Festival** - 25,000 in attendance.



The Bradenton Observer features Deirdre Mercier and *Yesterday We Had A Hurricane* in an article called "Deirdre Mercier: Author brings weather to the classroom."

Bay Weekly of Annapolis, MD, recommends *Yesterday We Had A Hurricane* as a great resource for kids in an article called "Be Ready For The Next Big Blow."

- **The Sarasota Herald-Tribune** features Deirdre Mercier and *Yesterday We Had A Hurricane* in an article called "Hurricane grows from impromptu lesson."

The Bradenton Herald features Deirdre Mercier and *Yesterday We Had A Hurricane* in an article called "Sarasota Reading Festival lets attendees meet the authors / Bradenton author teaches kids about hurricanes."

- **The Herald-Tribune Manatee** features Deirdre Mercier and *Yesterday We Had A Hurricane* in an article called "Book explains hurricanes on child's level."

HURRICANE MILESTONES

Summer 2006



Bumble Bee Publishing contributes to the Hurricane Katrina and Rita Recovery Effort by donating *Hurricane* to the **10,000 Books Relief Effort**, **Be The Star You Are** organization, and to **Book Relief**.

- *Hurricane* is available to consumers via **every major online retailer**, including: Amazon.com, Barnes & Noble, Borders, Walden Books, Target and Walmart.
- **Google Print** adds *Hurricane* to its online searchable database of books in print and **Froogle** adds *Hurricane* to its online shopping center.



Spring 2006



The **Meet The Author** tour kicks off with several bookstores and schools in Florida.

Hurricane blows away early expectations and enters its **second printing** prior to its official release.



March 25th – the official launch celebration for *Yesterday We Had A Hurricane* takes place at the Bumble Bee Productions, Inc. corporate headquarters in Chesapeake, VA

January – February 2006



Baker & Taylor Books, a major distributor managing the distribution of more than **1.5 million titles**, adds *Hurricane* to its database.

- Amazon.com adds *Hurricane* to the **Search Inside The Book** program.



Ingram Book Group, **the world's largest book wholesaler/distributor**, adds *Hurricane* to its distribution database.

American Wholesale Book Company, a book wholesale and distribution subsidiary of Books-A-Million, Inc. is based in Florence, Alabama, and provides complete book wholesale and distribution services for retailers across the Southeast.

AWBC

HURRICANE MILESTONES

January – February 2006

- The *Hurricane* **Google AdWords** Campaign launches.



American Booksellers Association's eCommerce division BookSense.com adds *Hurricane* to its database expanding distribution to more than **2,200 independent book stores** across the US.