



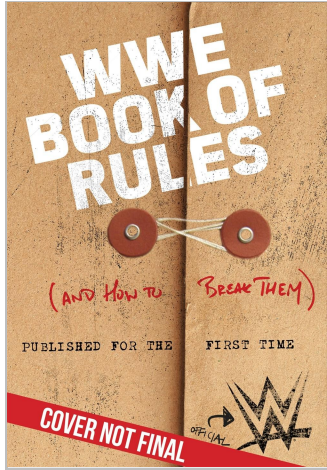
MEDIA LAB
BOOKS

W I N T E R 2 0 1 7

EDITORS OF WWE BOOKS

The Official WWE Book of Rules

(And How to Break Them)



JANUARY

Media Lab Books

Sports & Recreation / Wrestling

On Sale 1/17/2017

Trade Paperback, 200 pages

8 in H | 5.5 in W

Carton Quantity: 20

ISBN: 9781942556107

\$15.99 / \$22.99 Can.

With insight from WWE's biggest Superstars and veteran referees, WWE for the first time will offer a complete guide to the ever-changing rules of the ring—hand-drawn illustrations, hand-written rules and packaged as a WWE secret dossier complete with yarn-stitched binding.

Do you know the difference between a Hollywood Backlot Brawl and a Brooklyn Street Fight? What happens at the end of an Iron Man match if there's no clear victor? Which move is off-limits inside a WWE ring? With *The Official WWE Rule Book*, you'll no longer need to ask. This complete guide to every single style of WWE match-stipulation or otherwise, lays out all of WWE's rules (many published for the first time) and also calls out Superstars who have no problem breaking them. With insight and commentary from WWE's brightest Superstars as well as veteran referees, it's the ultimate companion to anyone who believes rules were made to be broken.

WWE is worldwide media organization and leader in global entertainment. WWE delivers original content year-round to a global audience reaching more than 650 million homes in 35 languages. WWE is committed to family-friendly entertainment on its television programming, pay-per-view, digital media and publishing platforms. WWE, is currently available in more than 170 countries. WWE is watched by 15 million fans a week in the US alone. As of June 2008, all of WWE's content became TV-PG rated.

MARKETING

WWE reaches 650 million homes in 170 countries and in 35 languages.

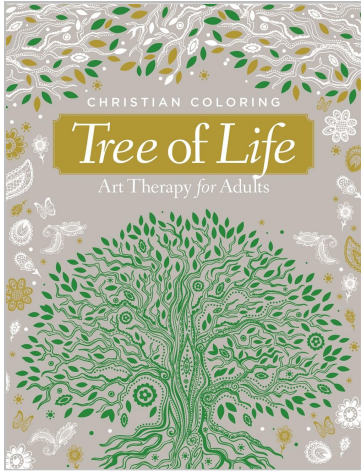
Advertising on WWE.com (more than 130 million page views).

Social Media promotion (over 70 million Facebook and Twitter followers) - Klout Media ranks WWE as one of the most influential brands in social media.

MEDIA LAB BOOKS

Tree of Life

Art Therapy for Adults



JANUARY

Media Lab Books

Games / Activity Books

On Sale 1/24/2017

Hardcover , 100 pages

10.5 in H | 8 in W

Carton Quantity: 20

ISBN: 9781942556558

\$13.99 / \$15.99 Can.

Combine stress-relieving coloring with images and inspirational Gospels from the Bible. Follow selected scripture passages as they were written . This inspirational coloring book is meant to be uplifting with and beautiful designs—perfect for color enthusiasts of all ages who want to create works of beauty and devotion. Perfect for Bible Study or as a personal devotional, each of these delightful designs is printed on its own page, so it's easy for you to remove and display individual images.

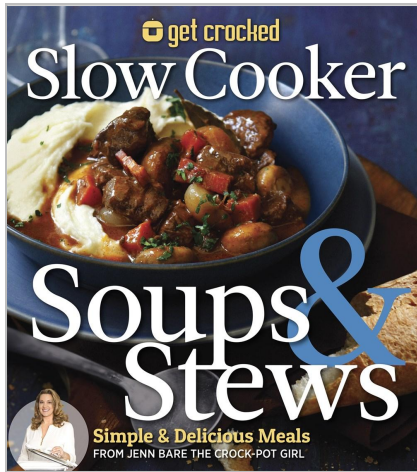
The Editors of Media Lab Books publish branded books that cross a wide variety of categories and topics including cookbooks, general interest, coloring books, children's titles, biographies, and many others. Our branded partners include Disney, Newsweek, Scientific American, John Wayne Enterprises, Get Crooked, Simply Gluten Free, Jack Hanna, and many others.

MARKETING

Promotion in Topix Newsstand coloring books on sale in February 2017: Circulation 200K

JENN BARE

Get Crocked Soups & Stews



FEBRUARY

Media Lab Books

Cooking

On Sale 2/28/2017

Trade Paperback , 256 pages

9 in H | 8 in W

Carton Quantity: 20

ISBN: 9781942556541

\$19.99 / \$27.99 Can.

Relax with your favorite homemade bowl of chili over 254 pages of everything from bisques to broths, chowders to consommé and everything in between.

Dig into a slurp-able edition of Get Crocked, with the slow-cooker Soups & Stews cookbook. Relax with your favorite homemade bowl of chili over 254 pages of everything from bisques to broths, chowders to consommé and everything in between. Featuring a mix of recipes created by the Crock-Pot Girl, Jenn Bare, this cookbook is perfect collection for that comfortable afternoon in bed or a festive family occasion—get crocking!

Jenn Bare is a Mom, Chef & the Crock-Pot® Girl. She hosts a weekly "Mom Monday" segment on ABC-15 in Phoenix. Jenn is the founder of GetCrocked, the #1 resource for slow cooking with over 1.5 million online followers. She innovates recipes daily with her favorite tool in the kitchen, the Crockpot® slow cooker You can learn more about Get Crocked at: <http://www.getcrocked.com>.

MARKETING

Promotion in weekly newsletter

Banners on getcrooked.com

Social Media outreach: Crock Pot Girl Facebook has 1.5 million followers

Jenn Bare Twitter and Instagram promotion

Jenn Bare mention during interviews and TV appearances

EDITORS OF THE OFFICIAL JOHN WAYNE MAGAZINE

The Official John Wayne Way To Barbecue



APRIL

Media Lab Books

Cooking / Methods / Barbecue & Grilling

On Sale 4/4/2017

Trade Paperback , 260 pages

9 in H | 8 in W

Carton Quantity: 20

ISBN: 9781942556503

\$22.99 / \$32.99 Can.

More than just a collection of recipes, this deluxe cookbook is full of rare family and film photos, along with personal anecdotes and heartwarming stories. Readers can discover what America's most enduring icon loved to create, eat and share with his family.

The Official John Wayne Way to Barbeque cookbook contains more than 200 pages of Duke's favorite barbeque, from Asian barbeque chicken, to jerk-style ribs to a Tennessee burger and much more. This is more than just a collection of recipes, this deluxe publication is chock full of rare family and film photos, along with personal anecdotes and heartwarming stories. With an introduction by his son Ethan Wayne, this official John Wayne cookbook is more than just recipes. It's a guide to making you the ultimate man. A man is what he eats, and readers can expect to discover not only what America's most enduring icon loved to chow down on—from the perfect barbequed ribs to his spiced pork patties.

The Editors of The Official John Wayne Magazine publish a highly successful bimonthly magazine with a circulation of over 225,000 copies worldwide. The John Wayne magazine boasts a devoted loyal following dedicated to his memory.

MARKETING

Advertising in John Wayne Magazine Circ 224,000

Social Media outreach through John Wayne website: 2,125,493 Facebook fans/ 7,317 Twitter followers

TV appearances with Ethan Wayne

Excepts in major newspapers

3+ = +3%

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