

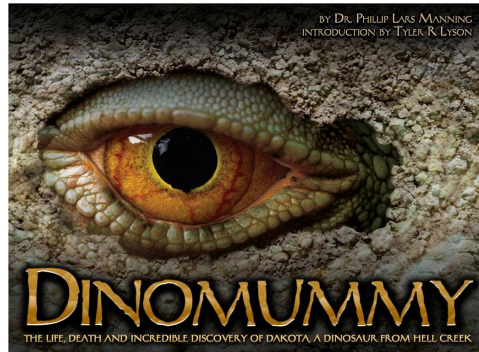
# A GROUND-BREAKING DISCOVERY!

Laydown date: Tuesday, December 4, 2007

## ***DINOMUMMY***

*THE LIFE, DEATH, AND DISCOVERY OF DAKOTA,  
A DINOSAUR FROM HELL CREEK*

Written by Dr. Phil Manning, with a foreword by Tyler Lyson



978-0-7534-6047-4, POB, \$18.95, 64pp., Ages: 6+

- **The news of the discovery of Dakota—the most complete mummified dinosaur specimen ever found—was announced by National Geographic in a press release issued Monday December 3**
- **Watch Phil on Good Morning America (ABC): Thursday, December 6**
- **Watch Phil and Tyler unearth Dakota in "Dino Autopsy" (National Geographic Channel): premiere Sunday, December 9, 2007**

### **NATIONAL ADVERTISING:**

- *New York Times Book Review* Sunday, December 9
- *USA Today* Tuesday, December 11
- Exposure with "Dino Autopsy" on the National Geographic Channel
- *Scientific American* January 2008, issue hits newsstands December 25
- *Bookselling This Week* November 29
- Google Word Ads for two weeks starting Monday, December 3

### **NATIONAL PUBLICITY:**

- Good Morning America interview with Phil, Thursday, December 6
- Associated Press feature about Dakota, week of December 3
- National Radio Tour with Phil on Friday, December 7
- National Radio Tour with Tyler on Tuesday, December 11
- Weekend All Things Considered, NPR, Interview with Tyler Lyson, December 8 (tentative)
- USA Radio Network, Interview with Phil, Friday December 7
- National Geographic Radio, Interview with Phil, Saturday December 8