



Dan Brown's Red Hot Sales

The Lost Symbol breaks records across formats

The Lost Symbol, Dan Brown's long-awaited follow up to **The Da Vinci Code**, went on sale yesterday and broke sales records across Waterstone's. The book, which had already received the highest level of pre-orders at the national book chain since **Harry Potter and the Deathly Hallows**, became a national hit in a variety of formats. "This is a novel that is breaking records across formats. In a post-Harry Potter world, event books like this bring attention to the whole trade and entertainment to readers new and old, and that's a very important thing," said Neil Jewsbury, Waterstone's Commercial Director.

The hardback edition of **The Lost Symbol** is now Waterstone's fastest selling hardback adult novel of all time. Waterstone's stores across the country reported record sales and interest from customers desperate to be amongst the first to read the new book. Waterstone's Piccadilly sold out of the only signed copies for sale within hours, having opened at 7.00am to a queue of dozens of fans and the world's media.

The eBook edition of **The Lost Symbol** was also released yesterday and quickly became Waterstones.com's fastest selling eBook ever. "We averaged over one download of the new Dan Brown novel every minute from release," said Neil Jewsbury. "This proves that the eBook market wants to be able to buy major new titles as soon as they are released. If a publisher can make this happen for a title so anticipated and shrouded in secrecy as **The Lost Symbol**, then the day that every new title is available for download on the day of release is not far away."

The audio download of the unabridged **The Lost Symbol**, narrated by Paul Michael and over 17 hours long, was also available yesterday from Waterstones.com, and has become the website's fastest selling audio download ever.

"Readers today are not governed by the restrictions of format. They want to be able to read a book in its traditional form, or on a Reader from Sony, or listen to it on their MP3 player. It is wonderful that, with the release of the biggest adult novel of the decade Waterstone's and Waterstones.com have been able to help make that possible," said Neil Jewsbury. "There are a lot of great books out this Christmas, but we believe **The Lost Symbol** will remain at number one for some time – in many formats."

Notes for editors

Waterstone's

Waterstone's is the UK's leading specialist bookseller with over 300 branches in England, Scotland, Wales and Northern Ireland, as well as branches in Eire, in Amsterdam and Brussels, on the Isle of Man and Jersey. Its transactional website Waterstones.com was launched in 2006, and there are currently over 2.5 million holders of the Waterstone's Card. Waterstone's was named Bookselling Company of the Year at the Bookseller Retail Awards 2008.

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