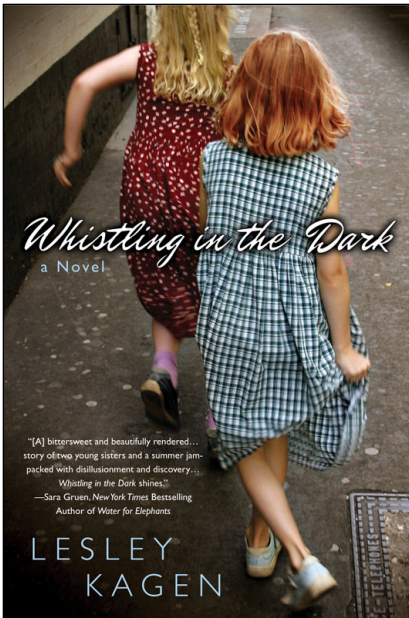




A MIDWEST CONNECTIONS PICK for May!

WHISTLING IN THE DARK A Novel by Lesley Kagen



"I'm convinced that Sally O'Mally is real - she's that vivid and alive to me. Her sister Troo, her friends and neighbors are, too. Her Milwaukee neighborhood teems with life's small pleasures, hard-won joys and nearly unbearable sorrows, all observed through the prism of 10-year-old Sally's perspective on life, death, loyalty and love. Lesley Kagen has written one of the most affecting first novels I've read in years, and I'll be recommending it at every opportunity to customers and reading groups. Don't miss this one!"

-- Diana Cohen, Books & Company, Oconomowoc, WI

WHISTLING IN THE DARK by Lesley Kagen [NAL/Penguin Group (USA)] is a **MIDWEST CONNECTIONS PICK** for May. This original trade paperback novel will be published on May 1. It also has been chosen as an **ABA Book Sense Pick** for May.

WHISTLING IN THE DARK recreates Milwaukee in the summer of 1959, when Sally O'Mally's mother is hospitalized and gravely ill, her worthless stepfather is drunk, and her big sister Nell is busy with her boyfriend, leaving 10-year-old Sally and her younger sister Troo on the loose. Trouble is, there's a murderer on the loose, too, and highly imaginative, resourceful Sally is sure of two things -- she knows who the killer is, and she's the next kid on his list. The little girls' Vliet Street neighborhood contributes a multi-cultural web of supporting characters both young and old. All are seen through Sally, who's heartbreakingly wise, innocent, brave, and real.

Lesley Kagen was a featured author at the MBA/ABA Spring Meeting Reception in Milwaukee on March 10. If you had a chance to meet her at that time, we're sure you'll agree that she is thoroughly articulate and entertaining. Lesley lives in the Milwaukee suburb of Mequon, WI, where she is also the owner of Restaurant Hama and an actress and voice-over talent.

Please read this funny, uplifting and unforgettable debut novel as soon as you can. We know you'll love it as much as we do! It quickly will become one of your hand-sell favorites and top book club recommendations for both adults and young adults. And its trade paperback format makes it a great choice for summer reading.

Send your comments and reviews about **WHISTLING IN THE DARK** to us, too. We're eager to share your endorsements with your fellow MBA booksellers and with your customers!



WHISTLING IN THE DARK by Lesley Kagen
NAL / Penguin Group (USA) <http://us.penguin.com/>
Fiction/First Novel / Trade Paperback Original, \$13.95
ISBN-13 978-0-451-22123-0, ISBN-10 0-451-22123-0

Order books from your Penguin rep or your preferred wholesaler.

MIDWEST CONNECTIONS marketing information on the next page...

Sell More Books with MBA's



REGIONAL MARKETING PROGRAM

Featuring

WHISTLING IN THE DARK

A Novel by

Lesley Kagen

NAL / Penguin Group (USA)

Lesley Kagen, whose first novel **WHISTLING IN THE DARK** is being published by NAL/Penguin in May, lives in Mequon, WI, where she is also the owner of Restaurant Hama and an actress and voice-over talent. **WHISTLING IN THE DARK** recreates the summer of 1959, when Sally O'Mally's mother is hospitalized, her stepfather is drunk, and big sister Nell is busy with her boyfriend, leaving Sally and her sister Troo on the loose. Trouble is, there's a murderer on the loose, too, and highly imaginative Sally is sure of two things -- she knows who the killer is, and she's next on his list. Be sure to read this funny, wise, and uplifting debut novel – a great hand-sell for your customers.



MIDWEST CONNECTIONS Marketing Plans for **WHISTLING IN THE DARK**

- \$75 in REBATES from MBA for display photos, ads, features in your newsletters, e-newsletters, and on your store website
- Lesley Kagen appeared at the Milwaukee MBA/ABA Spring Meeting reception on March 10
- Author events in MBA bookstores
- All author events promoted on the MBA Bookstore Events website www.midwestbooksellers.org/events
- Banner ads for the book on the MBA website and MBA Bookstore Events website
- Informal author meetings with MBA booksellers -- refreshments provided by MBA
- Reading copies of **WHISTLING IN THE DARK** sent to MBA stores by Penguin. Also available from MBA
- Sell sheet on the book available as a PDF file on the MBA website
- Bookmarks available from Penguin and as a PDF file on the MBA website
- Flyer / sign materials available as PDF files on the MBA website
- Reading group guide in the back of the book and available as a PDF file on the MBA website
- Print ad you can run in your local paper – earn a rebate from MBA for your ad!
- Midwest Connections shelf-talkers for in-store displays – earn a display rebate, too!

Questions? Check the website or contact MBA!

Go to the MBA website in the **Members Area** for more details: www.midwestbooksellers.org
Member login name ***mbamember*** and password ***shoplocally***. Click on the Midwest Connections banners to get to the Midwest Connections page.

Contact Susan Walker at:
UMBAoffice@aol.com or
susan@midwestbooksellers.org
Phone 612-926-5868 or 800-784-7522

Promote **WHISTLING IN THE DARK** and author Lesley Kagen!

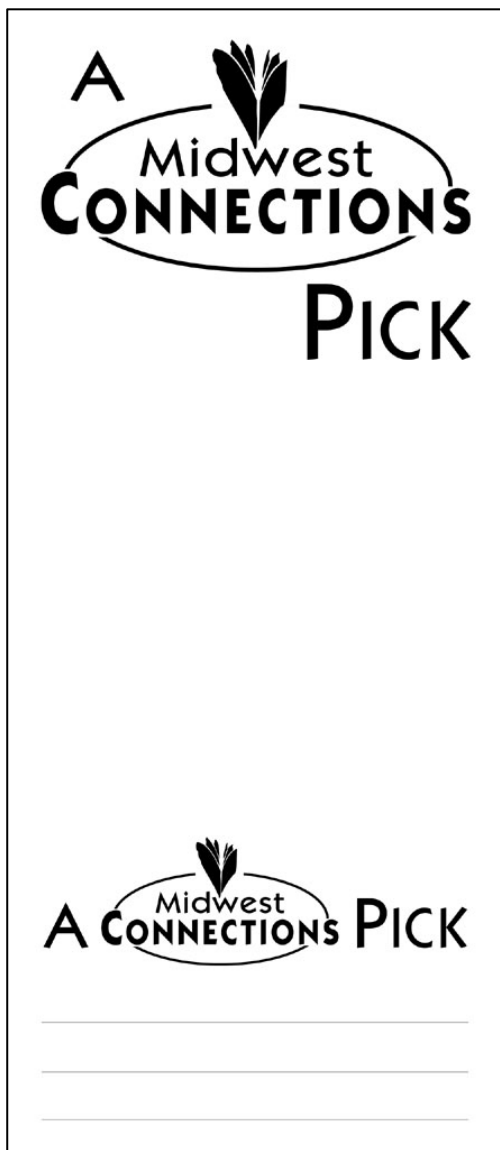
Your store can earn promotional rebates worth \$75 from MBA!

HERE'S HOW -

In order to be eligible for rebates, your store must promote *WHISTLING IN THE DARK* in at least three ways between May 1, 2007, and August 31, 2007. The list of possible promotions is on the checklist on the rebate form - see the next page.

YOU MUST DOCUMENT YOUR PROMOTIONAL ACTIVITIES IN ORDER TO RECEIVE REBATES. To claim your rebates from MBA, you must provide verification of display, or newsletter/website promotion of *WHISTLING IN THE DARK*. YOU ALSO MUST REPORT YOUR SALES OF *WHISTLING IN THE DARK* to MBA.

Use the checklist and rebate form on the next page to help verify your promotions. PROVIDE ADDITIONAL DOCUMENTATION, AS NOTED ON THE FORM. Send checklist/rebate form, all info, photos, samples of ads, etc. to the MBA office by September 10, 2007.

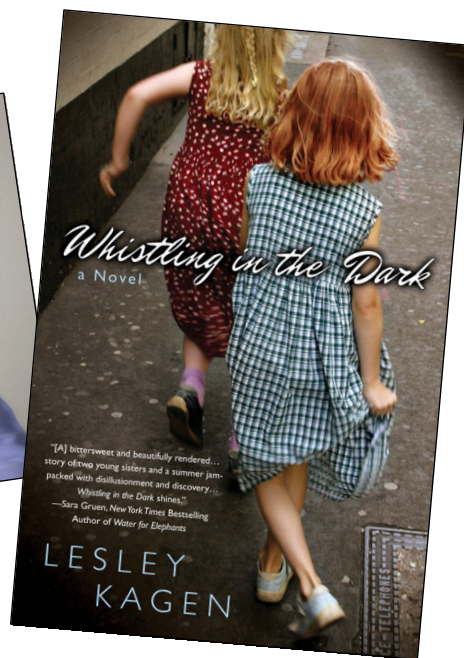


This shelf-talker is available as a ready-to-use PDF files at www.midwestbooksellers.org. Go to the Members Area MIDWEST CONNECTIONS page and click on [WHISTLING IN THE DARK by Lesley Kagen](#)

Shelf-talker (left) - shown here at 70% of actual size

Full color bookmarks and a sign/flyer; a reading group guide; and a B&W print ad to which you can add your own store info will be available soon as PDF files at the MBA website www.midwestbooksellers.org. JPG files of the book cover and author photo also are available.

Go to the Members Area MIDWEST CONNECTIONS page and click on [WHISTLING IN THE DARK by Lesley Kagen](#)



WHISTLING IN THE DARK by Lesley Kagen [NAL / Penguin Group (USA)]

Rebate Request Form

Deadline September 10, 2007

In order to be eligible for rebates for promoting **WHISTLING IN THE DARK**, your store must promote this book in at least three of the following ways between May 1, 2007, and August 31, 2007. **YOU MUST DOCUMENT YOUR PROMOTIONAL ACTIVITIES AND REPORT YOUR SALES TO GET YOUR REBATES.**

Use this checklist and rebate form to compile your documentation. **PROVIDE ADDITIONAL DOCUMENTATION, AS NOTED ON THE FORM.** Send checklist, all information, photos, samples of ads, etc. to MBA, 3407 West 44th Street, Minneapolis, MN 55410 by **September 10, 2007.**

STORE NAME _____	CONTACT _____
ADDRESS _____	DATE _____
CITY _____	STATE _____ ZIP _____
PHONE _____	FAX _____ E-MAIL _____

REQUIRED! Report your store's sales of *WHISTLING IN THE DARK* for May through August 2007.

- ___ Display **WHISTLING IN THE DARK** on its own in a table, window or counter display, using the Midwest Connections shelf-talkers provided by MBA. Download and print promo materials from the MBA website. DOCUMENT DISPLAY(S) WITH 5+ PHOTOS SUBMITTED TO MBA.
- ___ Display this book prominently along with other Midwest Connections titles as part of your store's MIDWEST CONNECTIONS PICKS table, window or other displays, using Midwest Connections promo materials. DOCUMENT DISPLAY(S) WITH 5+ PHOTOS SUBMITTED TO MBA.
- ___ Advertise this book in a local publication in your community using the print ad format available from The MBA website. SEE SAMPLE AD. SEND AN AD TEARSHEET FROM YOUR PAPER TO MBA.
- ___ Feature, review, and/or advertise **WHISTLING IN THE DARK** in your store's newsletter or E-newsletter, including a photo of the book cover. SEND COPY OF NEWSLETTER/E-NEWSLETTER TO MBA.
- ___ Feature, review and/or advertise the book on your store's website, including a photo of the book cover. PROVIDE DOCUMENTATION OF WEBSITE PROMOTION TO MBA.
- ___ Review, discuss or advertise **WHISTLING IN THE DARK** on your local radio station. DOCUMENT TO MBA.
- ___ Host an event or informal stock signing at your store with author Lesley Kagen. SEND MBA DETAILS OF YOUR EVENT OR STOCK SIGNING.
- ___ Promote **WHISTLING IN THE DARK** to local reading groups or book clubs. DOCUMENT READING GROUP/CLUB ADOPTION TO MBA.
- ___ Hand-sell this book in your store as a "staff pick" or recommended title. DOCUMENT WITH PHOTOS OR INFORMATION ABOUT HOW STORE HANDLES "STAFF PICKS."
- ___ Send your bookseller recommendation or review of **WHISTLING IN THE DARK** to Susan Walker at MBA [UMBAoffice@aol.com]. MBA will share your recommendation with NAL/Penguin.
- ___ OTHER promotion of this title - PLEASE DESCRIBE AND DOCUMENT TO MBA.

You **ALSO** can earn the following rebates from MBA. In all cases, you **MUST** provide appropriate documentation by **September 10** in order to receive your store's rebates. **REQUIRED!** You **MUST** report your store's sales of **WHISTLING IN THE DARK** for the months of May through August 2007.

- ___ **\$25 rebate** for featuring, reviewing, or advertising this book in your store newsletter or E-newsletter or on your store's website, including a photo of the book cover.
- ___ **\$25 rebate** for displaying **WHISTLING IN THE DARK** in a table, window, or wall display, either on its own or as part of your MIDWEST CONNECTIONS PICKS titles display with other Midwest Connections books.
- ___ **\$25 rebate** for running a print ad on **WHISTLING IN THE DARK** in your local newspaper or similar publication, including a photo of the book cover.