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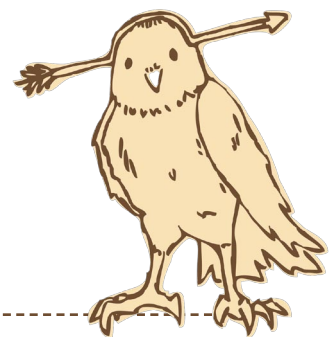
***“A really innovative book” — National Public Radio***

Dear Tastemaker,

We are pleased to present an entire paradigm shift bound up in the pages of a single novel. While the publishing world wonders what a book can be in this digital age, **Zach Plague** has proven that it can be whatever he pleases.

The downloadable mini-books that he designed for his small Chicago-based press, **featherproofbooks**, have received accolades from *Poets & Writers*, *The Colorado Daily*, and *Newcity*. They are short stories that you can download from the web, print, and fold into your own little mini-books.

The author/designer's debut novel, ***boring boring boring boring boring boring boring*** (On sale date: August 1, 2008, \$14.95, black and white illustrations, ISBN 978-0-9771992-5-9, Distributed to the trade by: Publishers Group West), has taken the foldable, designed book one step further. We're calling it a **hybrid typo/graphic novel**, that uses innovative typography and design to create a more expressive, vocal read. When the mysterious gray book that drives Ollister and Adelaide's relationship goes missing, the two ex-lovers lose their way. He plots revenge against art patriarch The Platypus, while she obsesses over their anti-love affair. Meanwhile, the other art school scenesters experiment with bad drugs, bad sex, and bad ideas. When a punk named Punk shows up with a potent sex drug, the whole crowd gets caught up in the gravitational pull of The Platypus' sinister White Ball, where a confused art terrorism cell threatens a ludicrous and hilarious implosion. With an unerring, unflinching eye for satire, Zach Plague's brilliant hybrid of image and text skewers the art world and those boring enough to fall into its traps.



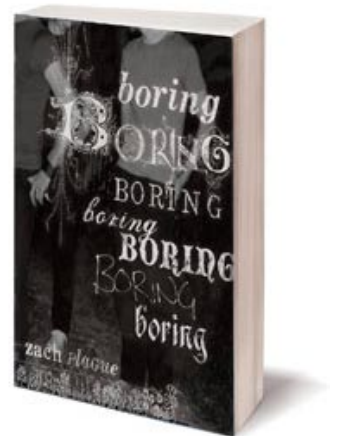
Plague gave each character a typeface of his or her own, and more than 100 fonts are used throughout the book, including many handwritten elements. And it doesn't end on the final page. Taking true advantage of the new plugged-in world, the book's content has been expanded into every media imaginable. Let's go down the list:

- A poster series, which includes the full text of the book, that can be hung on a wall, plastered on street corners, or folded down and read, just like the featherproof mini-books.
- A dynamic, fully readable online version ([zachplague.com](http://zachplague.com), live, but still under construction—D.L.).
- Free downloadable eBooks, mini-books, and audio excerpts.
- A music/spoken word audio mash-up, read by a cast of characters and due out from Flameshovel records as a concurrent release.
- Not to mention the perfect-bound version, a work of art in its own right.

We couldn't be more excited to announce that galleys are yours for the taking. Review copies of the CD and the poster series are also available upon request, and Zach Plague is available for interviews. Keep an eye out for his tour dates across the country this summer and fall. We hope you'll consider this debut from one of the strangest, most inventive minds in publishing.

Thank you for your time,

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*"This book gleams the generation malaise of its characters, floundering and beautiful. It manages to amble along the surface of their lives falling here and there into pockets of private desires and loneliness. These are the stunning moments, buttressed by deft absurdity, hilarious antics and wordplay. boring boring boring boring boring boring boring is fantastic."*

—Ryan Markel, Author of *101 Reasons Not To Have Children*.

Zach Plague's writing has appeared in *Weird Deer*, *55 Words*, *Take the Handle*, *THE2NDHAND*, *Why Vandalism?*, and *The M Review*. His print design includes *MAKE Magazine*, *Hiding Out*, *No Touching*, and *Bagazine*, all from his design studio Bleached Whale. He was named to *Newcity's* 2007 list of the top 50 literary figures in Chicago, which is where he lives.

Full press kit, including author photos and book cover, can be found at [featherproof.com](http://featherproof.com). Just click on 'press' and scroll on down. Or email us at [press@featherproof.com](mailto:press@featherproof.com)

