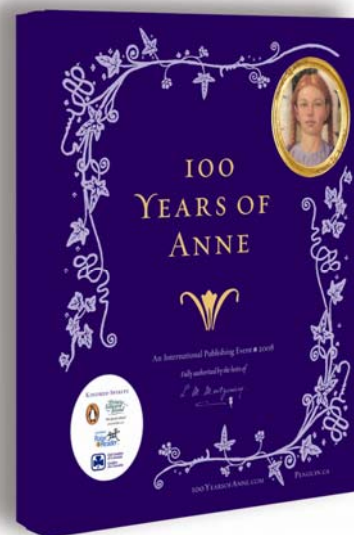
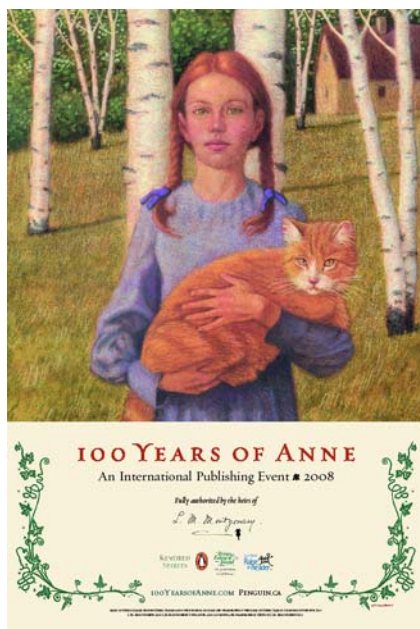




Celebrate 100 YEARS OF ANNE and Win \$500!

Enter the 100 Years of Anne Window Display Contest

Create a window display that would make Anne of Green Gables absolutely swoon with delight and you could win a \$500 cash prize from Penguin.



To decorate your window, use our promotional materials (as listed on the attached order form or in your 100 Years of Anne event kit) or create your own.

See the attached order form for available promotional material

How to Enter:

Photograph your 100 Years of Anne window display and send pictures to:
info@ca.penguin.com or Katie Wolsley at Penguin Group (Canada)
90 Eglinton Ave. East, Suite 700 Toronto, ON M4P 2Y3
Send in by April 30, 2008

Window displays must be up for a minimum of one month between
February 1, 2008, and April 30, 2008, to be eligible.



100 YEARS OF ANNE

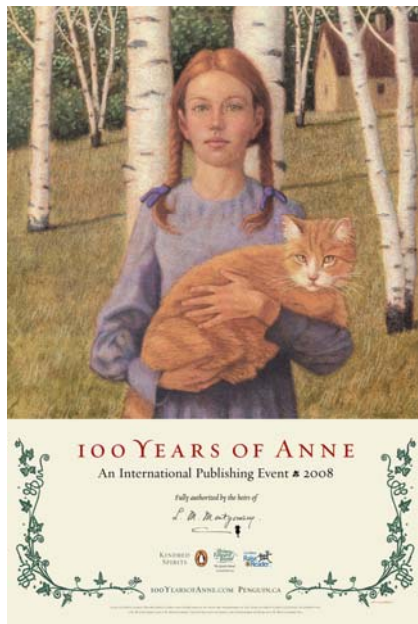
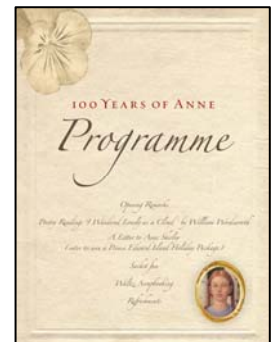
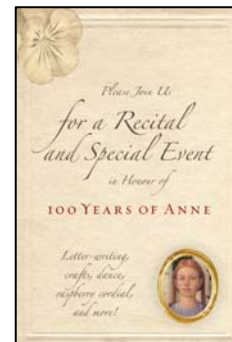
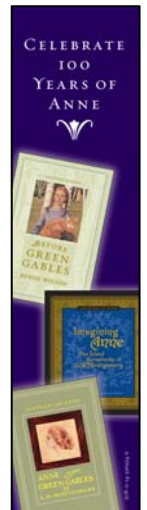
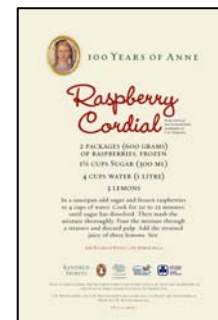
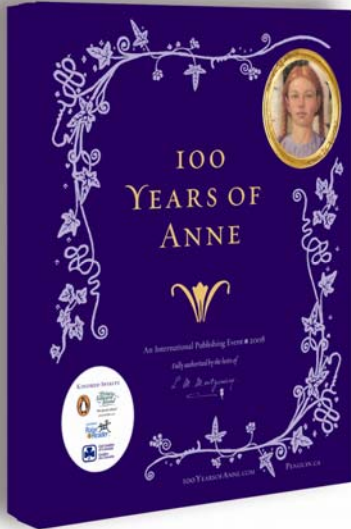
Promotional Items Available for Order

Authorless Event Kit

In a Beautiful Keepsake Box!

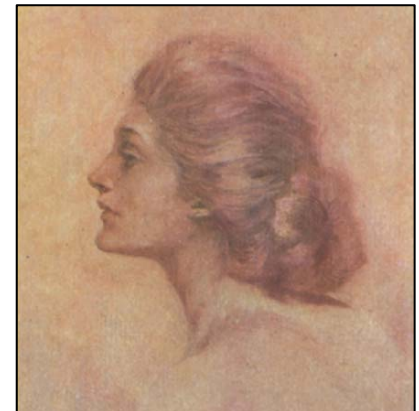
Includes:

- Double-sided recipe cards with recipes for Raspberry Cordial and Green Gables Pound Cake
- 100 Years of Anne bookmarks
- Victorian Sachet activity sheet
- An Introduction to the Waltz activity sheet
- Scrapbooking Made Easy activity sheet
- Recital invitations
- Recital programme with William Wordsworth poem on reverse
- 100 Years of Anne branded pencils
- Letter-writing Competition entry forms
- 18" x 27" *Before Green Gables* poster



Before Green Gables Poster (18X27) (Included in the event kit and available individually)

Larger images can be viewed and downloaded at 100yearsofanne.com

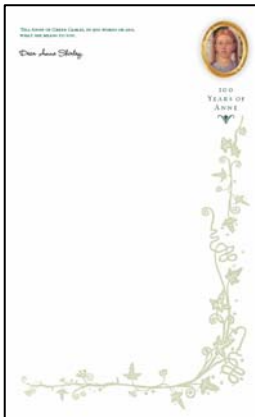


100 Years of Anne Limited Edition Collector's Poster (8x10)
Shipped flat, signed, dated, and suitable for framing.

100 YEARS OF ANNE PROMO ORDER FORM:

9780143168959	Event Kit Limit of 2 per account	Free	QTY _____
9780143169246	100 Years of Anne Bookmarks (bundle of 10)	Free	QTY _____
9780143169222	100 Years of Anne Pencils (bundle of 10)	Free	QTY _____
9780143169314	Letter-Writing Competition entry forms	Free	QTY _____
9780143168966	<i>Before Green Gables</i> Poster 18X27	Free	QTY _____
9780143169215	<i>Anne of Green Gables</i> numbered, signed Posters (MATTED, 8X10) Limit of 1 per account (not included in event kit)	Free	QTY _____
9780143168867	12-copy mixed Display (4 <i>Anne of Green Gables</i> , 8 <i>Before Green Gables</i>)	\$300	QTY _____
9780143169864	<i>Anne of Green Gables</i> Letter-Writing Contest Poster (not included in event kit)	Free	QTY _____

Additional quantities of contents including recipe cards, activity sheets, and contest entry forms can be downloaded at www.100YearsofAnne.com.



Letter-Writing Contest Entry Form



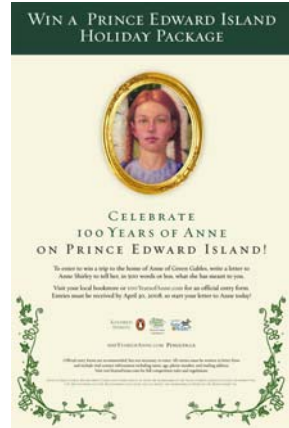
A National Letter-Writing Competition

Together with the Heirs of L.M. Montgomery, PEI Tourism, and CanWest Raise-A-Reader, Penguin is launching a nation-wide letter-writing competition.

Contestants in four age categories can enter for a chance to win a Prince Edward Island Holiday Package by writing to Anne Shirley and telling her, in 500 words or less, what she means to them.

The contest will be promoted to schools and libraries and via CanWest newspapers across Canada, and in May 2008 a national jury (including The Right Honourable Adrienne Clarkson, Rogers *Fine Print* host Carolyn Weaver, bestselling author Roy MacGregor and Kate Macdonald Butler, granddaughter of L.M. Montgomery) will choose the winners, one in each of the four age categories.

The contest begins on January 29, 2008, and ends April 30, 2008. Entry forms are included in the mixed display and event kit and can be ordered separately. Entry forms can also be downloaded from the website. For full competition rules and regulations, visit 100YearsofAnne.com.



Anne of Green Gables Letter Writing Contest Poster



SEND ORDERS TO CHRISTINE ADAMS BY JANUARY 15 TO RECEIVE YOUR PROMOTIONAL ITEMS WITH YOUR SHIPMENT OF ANNE OF GREEN GABLES BOOK ORDERS. (Orders will also be accepted after January 15.)

Acct. # _____

P.O. # _____

Acct. Name: _____

Date: _____

Address: _____

Rep: _____

Disc: _____

Special Instruction: _____

Penguin Group (Canada) c/o Pearson Canada Operations Centre, P.O. Box 335
195 Harry Walker Parkway North, Newmarket, Ontario L3Y 7B3
Telephone toll-free 1-800-399-6858 or (905) 853-7888 Fax toll-free 1-800-363-2665 www.penguin.ca