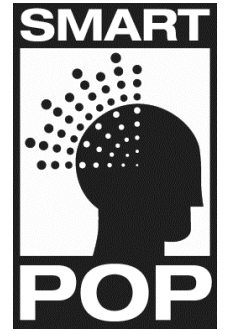


Contact: Jennifer Canzoneri  
Marketing Manager, Smart Pop Books  
(214) 750-3600, ext. 104  
jennifer@benbellabooks.com



\*\*digital cover image available\*\*

## Smart Pop Books Announces Packed Comic-Con Schedule of In-Booth Signings, Advance Galley Giveaways, and More . . .

. . . Promoting Titles on *Twilight*, *Hunger Games*, *PC and Kristin Cast's House of Night*, *The Walking Dead*, *Mad Men*, *The Big Bang Theory*, *Vampire Diaries*, *Fringe*, among others

Smart Pop, the pop culture imprint of independent publisher BenBella Books, is going all out to celebrate its first time exhibiting at Comic-Con, with four full days of signings and giveaways.

### Highlights at Booth B-4 include:

- Book giveaway and signing of *Nyx in the House of Night* with **P.C. and Kristin Cast**
- Limited advance galley giveaways for *Triumph of The Walking Dead* and *The Psychology of Twilight*
- Giveaways of their *Hunger Games* and *Vampire Diaries* anthologies
- Additional signings with **Vee of Vampire-Diaries.net**, **James Lowder**, and more

A full list of events and giveaways, with days and times, appears below.

### Giveaway and Event Details

#### Thursday

- Advance galley signing and giveaway (3 - 4PM): James Lowder - *Triumph of The Walking Dead* (includes pieces from *Walking Dead* novelist Jay Bonansinga, NYT bestselling horror writer Jonathan Maberry, and more; Nov 2011)
- Enter to win a limited edition print of the *Triumph of The Walking Dead* cover art, signed by illustrator and comics artist Rafael Kuyanan

#### Friday

- Signing and giveaway (3 – 4 PM): P.C. and Kristin Cast - *Nyx in the House of Night* (a 2-color illustrated guide to the mythology of the #1 *New York Times* bestselling *House of Night* series)

- Enter to win a limited edition print of Nyx from *Nyx in the House of Night*, signed by book illustrator Alan Torrance

#### Saturday

- Enter to win the t-shirt on the cover of *Unraveling the Mysteries of The Big Bang Theory: The Unabashedly Unauthorized TV Show Companion* (Dec 2011)

#### Sunday

- Signing and giveaway (10:30 – 11:30 AM): Leah Wilson – *The Girl Who Was on Fire* (on the Hunger Games series)
- Signing and giveaway (1 - 2 PM): Vee of Vampire-Diaries.net – *A Visitor's Guide to Mystic Falls* (on *The Vampire Diaries*)
- Advance electronic galley giveaway: *The Psychology of Twilight* (Oct 2011)

#### All Four Days

- Free preview volume with essays and excerpts from Smart Pop's 2011 titles, including *Fringe Science* and *A Friday Night Lights Companion*
- The chance to win Smart Pop's full Fall 2011 line

### **About Smart Pop**

Smart Pop is the pop culture imprint of independent publisher BenBella Books. We publish smart, fresh single author and anthology titles on the best of pop culture tv, books, and film, with a particular focus on science fiction and fantasy television and literature, both for teens and adults. Past titles include *Finding Serenity* (on Joss Whedon's *Firefly* and *Serenity*), edited by Jane Espenson; *Demigods and Monsters* (on Rick Riordan's Percy Jackson series), edited by Rick Riordan; and *Coffee at Luke's* (on *Gilmore Girls*), edited by Jennifer Crusie.

Smart Pop Culture \* Smart Pop Books