



DIARY of a Wimpy Kid DOG DAYS



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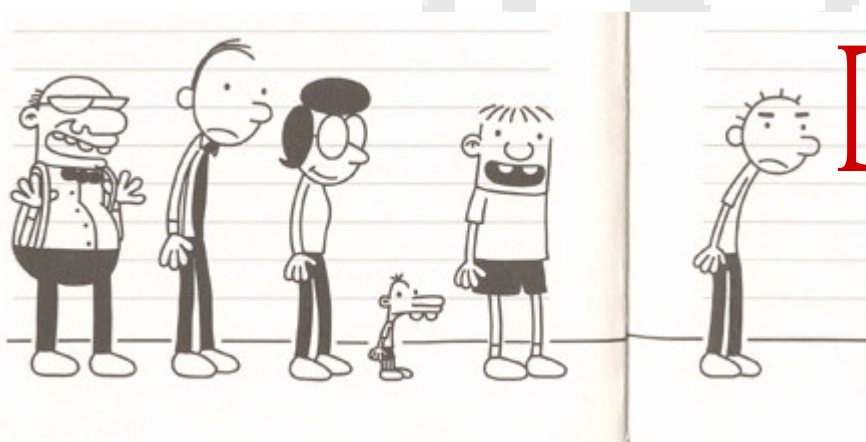


All his life, Jeff Kinney wanted to be a cartoonist. As a student at the University of Maryland in the 1990s, he published his comic strip "Igdoof" in the college newspaper, but he soon discovered that succeeding in the real world as a syndicated cartoonist is no easy task. So, after school, he supported himself as a newspaper designer and computer programmer, while working out ideas for a children's book that combined cartoons with conventional storytelling.

Once he conceived the concept for *Diary of a Wimpy Kid*, Kinney devoted nearly six years to developing the storyline and artwork. Although Kinney never intended to publish his book online, when the opportunity arose to serialize Greg's adventures on Funbrain.com, he knew he'd found the perfect way to reach his target audience.

In 2004, the comic strip began appearing in daily installments on the website. The feature was a huge hit, attracting thousands of hits a day. Moreover, the online version paved the way to Kinney's five-book deal with the publisher Harry N. Abrams.

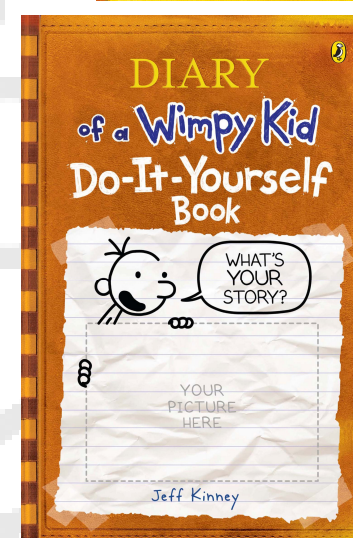
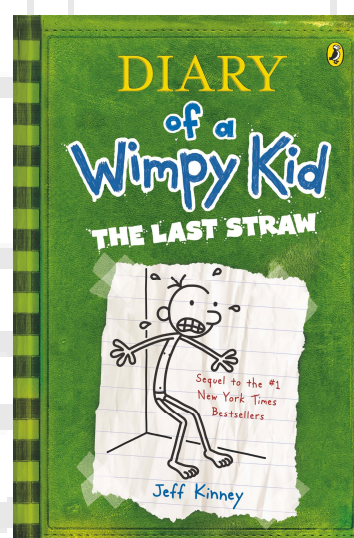
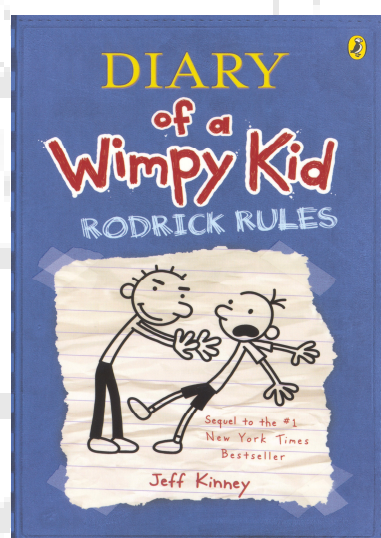
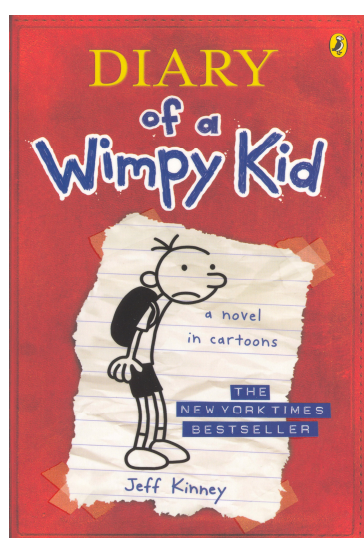
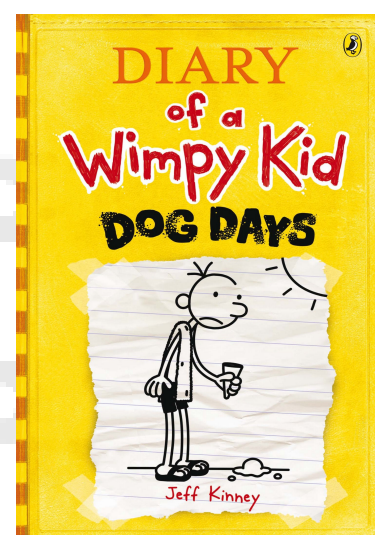
Armed with fresh, new story lines, Kinney launched the print sequence in 2007. From the very first installment, entitled simply *Diary of a Wimpy Kid*, the series was a success -- especially with reluctant readers who found the diary-with-doodles format far more accessible than conventional books. Gregg, with his hilarious antics, backfiring schemes, and totally unfiltered thoughts (his mom has agreed not to read what he writes!), has struck a responsive chord -- both with kids who identify with his growing pains and with grownups who vividly recall their own.



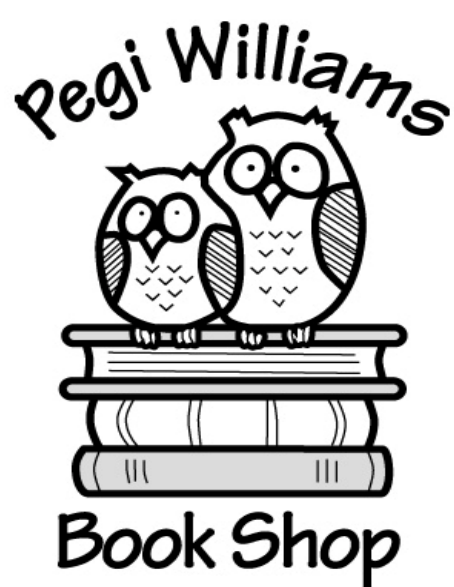
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It's summer vacation, the weather's great, and all the kids are having fun outside. So where's Greg Heffley? Inside his house, playing video games with the shades drawn. Greg, a self-confessed "indoor person," is living out his **ultimate** summer fantasy: no responsibilities and no rules. But Greg's mom has a different vision for an ideal summer... one packed with outdoor activities and "family togetherness." Whose vision will win out?



* Diary of a Wimpy Kid Do-It-Yourself Book is NOT a novel, it is an activity book.



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