

DIARY
of a
Wimpy Kid

THE UGLY TRUTH



Jeff Kinney

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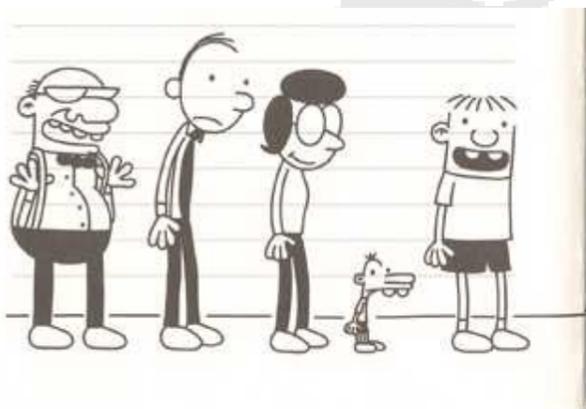


All his life, Jeff Kinney wanted to be a cartoonist. As a student at the University of Maryland in the 1990s, he published his comic strip "Igdooof" in the college newspaper, but he soon discovered that succeeding in the real world as a syndicated cartoonist is no easy task. So, after school, he supported 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.

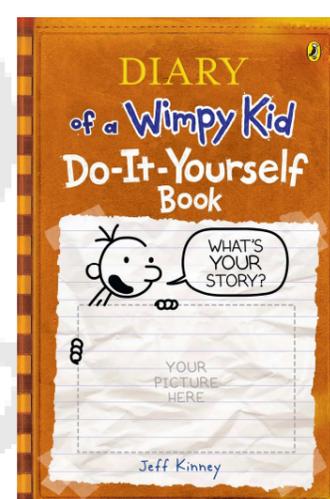
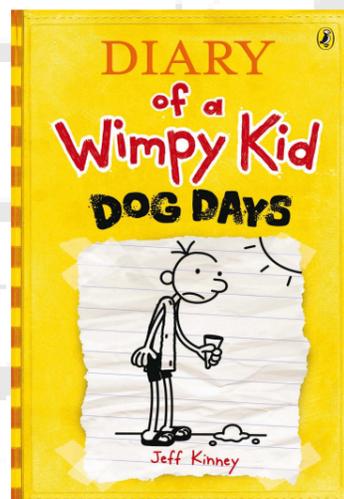
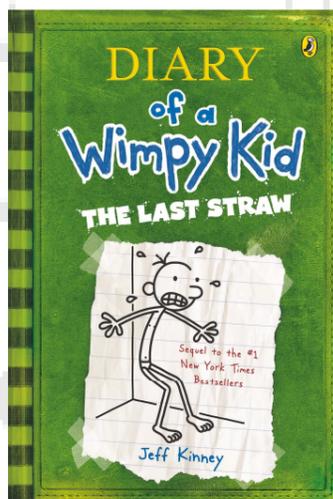
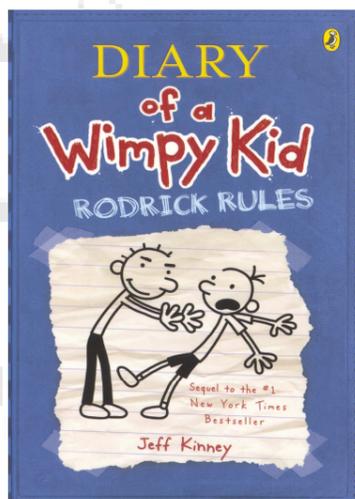
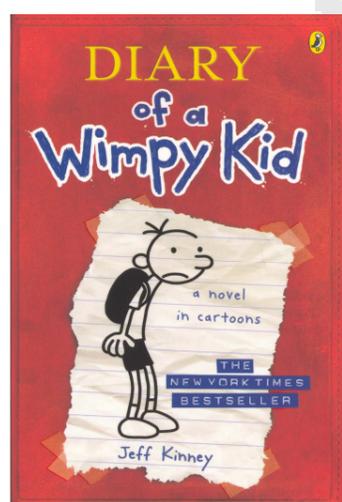
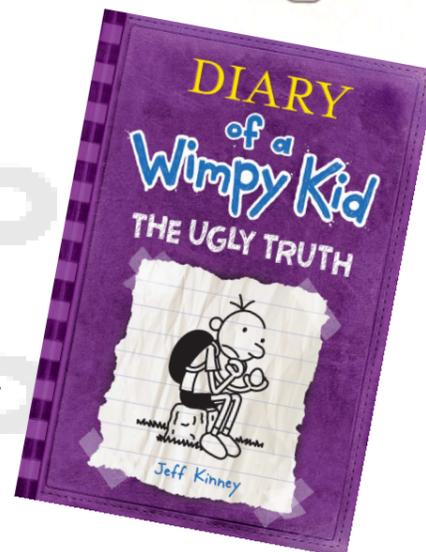
Armed with fresh, new story lines, Kinney launched the print sequence in 2007. From the very first installment, entitled simply *Diary of a Wimpy Kid*, the series was a success -- especially with reluctant readers who found the diary-with-doodles format far more accessible than conventional books. Gregg, 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.



DIARY of a Wimpy Kid Ugly Truth



Greg Heffley has always been in a hurry to grow up. But is getting older really all it's cracked up to be? Greg suddenly finds himself dealing with the pressures of boy-girl parties, increased responsibilities, and even the awkward changes that come with getting older--all without his best friend, Rowley, at his side. Can Greg make it through on his own? Or will he have to face the "ugly truth"? There is no doubt that the endearing escapades of the ever self-absorbed Greg Heffley and his motley band of friends has got all his fans hanging out for the next instalment. Following on from the huge success of books 1-4, the DIY diary, the movie diary and the film itself, book number five will suck us all in with glee and giggles.



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



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