

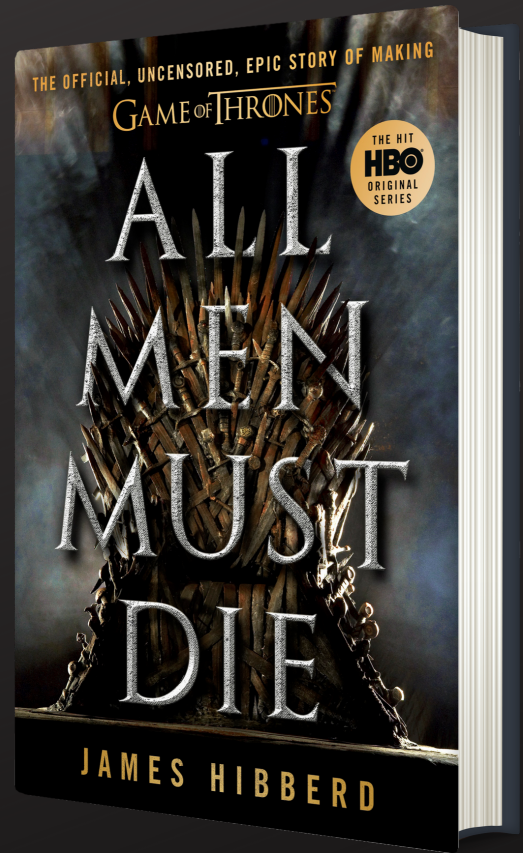
ALL MEN MUST DIE

THE OFFICIAL, UNCENSORED, EPIC STORY OF MAKING *GAME OF THRONES*

BY JAMES HIBBERD

ALL MEN MUST DIE is the official, uncensored, and definitive oral history of the blockbuster show, by *Entertainment Weekly*'s James Hibberd, with official support from both *Entertainment Weekly* and HBO, including:

- Exclusive cover reveal via *EW*, with *Game of Thrones* social media support
- HBO to assist in buzz mailing to *Game of Thrones* cast members, including Emilia Clarke, Kit Harington, Sophie Turner, Maisie Williams, Peter Dinklage, Jason Momoa, Lena Headey, and more
- Select tour events with actors such as Liam Cunningham, who played Davos Seaworth, and Richard Dormer, who portrayed Beric Dondarrion
- HBO to assist in outreach to official *Game of Thrones* fan sites for social media support and giveaways
- Fan sweepstakes with official, licensed *Game of Thrones* merchandise prize pack
- Book trailer featuring the *Game of Thrones* theme song



FUN FACT

GAME OF
THRONES™

Hibberd covered *Game of Thrones* from the beginning and was the only reporter on set for the show's epic and divisive series finale. He covered the show for more than a decade, visited the set eight times, became close with many of its beloved actors, and is now ready to share never-before-revealed insights and anecdotes from the biggest entertainment phenomenon of the century.

SOCIAL MEDIA REACH



@GameOfThrones
8.4 million



@JamesHibberd
48.2 thousand



@EW
6.6 million



entertainmentweekly
1.8 million

50 behind-the-scenes photos included, offering fans exclusive access to the making of *Game of Thrones*!