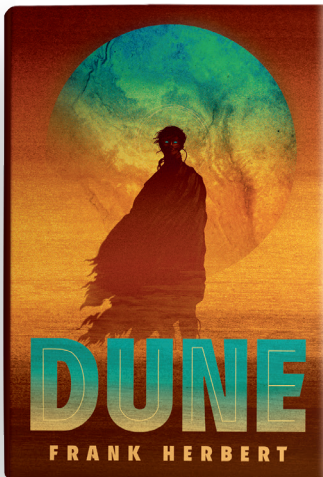


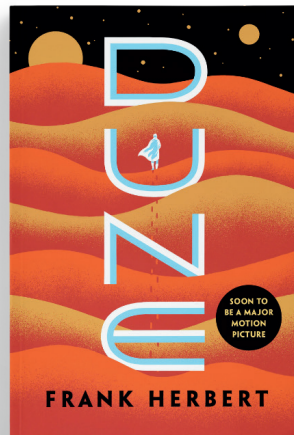
DUNE 2020

STOCK UP NOW!

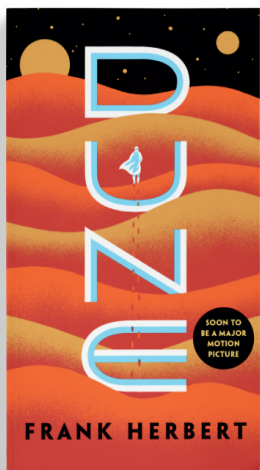
This all-time classic is on the rise and primed to break out with its upcoming blockbuster film adaptation.



DELUXE HARDCOVER
9780593099322
\$40.00 (\$54.00 CAN)



TRADE PAPERBACK
9780441013593
\$18.00 (\$24.00 CAN)



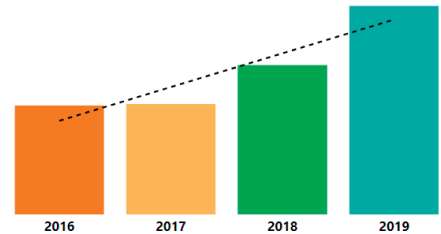
PREMIUM MASS MARKET
9780441172719 • \$10.99 (\$14.99 CAN)

EBOOK 9781101658055 • \$9.99 (\$10.99 CAN)

AND COMING NOVEMBER 17, 2020
DUNE (MOVIE TIE-IN)

TRADE PAPERBACK
9780593200117
\$18.00 (\$24.00 CAN)

PREMIUM MASS MARKET
9780593200100
\$10.99 (\$14.99 CAN)



YEARLY UNITS SOLD
91% INCREASE

10 MILLION+
fan engagement since film release
announcement across YouTube,
Reddit, Twitter, Deadline, etc.

DUNE IN THEATERS DECEMBER 18, 2020

- **Trailer release:** Summer 2020
- **Legendary and Warner Bros.** will launch a major marketing and publicity support campaign beginning Summer 2020 with the book as a focal point of the messaging
- **National wide release:** (total theater count to be confirmed)
- **All-Star Cast:** Timothée Chalamet, Josh Brolin, Jason Momoa, Zendaya, Rebecca Ferguson, Oscar Isaac, Javier Bardem, Dave Bautista, Stellan Skarsgård, and Charlotte Rampling

BERKLEY MARKETING & PUBLICITY TO COME:

- National print publicity
- Online publicity campaign
- Blog campaign
- Extensive online advertising
- Promotion at conventions including ComicCon (SD & NYC)
- Book Expo promotions
- Pre-publication consumer outreach
- Social media campaign
- Consumer sweepstakes
- E-mail marketing campaign
- Promotional items
- Features on PRH.com

