



MILLENNIUM PHOTO ANNOUNCES PUBLISHING DEAL

FOR IMMEDIATE RELEASE

TORONTO - Friday November 26th, 1999 -- The Millennium Photo Project has today announced that it has entered into a publishing contract with New York based Mint Publishers and Toronto based Dan Diamond & Associates. The publishing contract relates to publication of the much anticipated hardcover book 'How the World Celebrated the Millennium'.

Project Founder Alx Klive said "We have spent the last few weeks talking to a number of potential publishing partners. It was clear however from our discussions with (Diamond & Mint) that their innovative approach to publishing and unique appreciation for progressive design and marketing techniques, made them the ideal partners for the project and consequently for our membership".

Mint Publishers will be lead publisher and will head up a consortium of publishers worldwide to produce the book in all territories. Dan Diamond & Associates will head up the design and production team that will see the innovative design concept translated into finished form. The book is scheduled for a fall 2000 release.

Mint Publishers President Morty Mint said "Publishers are always looking for the unique opportunity – something that stretches the horizon. 'How the World Celebrated the Millennium' is that one in a lifetime event".

About Mint Publishers

Mint Publishers was formed in 1991 and is responsible for distributing The Guinness World Records in North America. The 2000 edition of the Guinness World Records has sold 2 million copies and is currently the best selling hardcover book in the country. Morty Mint, President, was formerly CEO of Penguin USA and before that President and Publisher of Penguin Canada.

About Dan Diamond and Associates

Dan Diamond & Associates are book production specialists best known for their richly illustrated sports books. They are the consultant publishers to the NHL and will lead a team of designers and production experts in bringing the innovative design concept of the book to fruition.

About Millennium Photo

Millennium Photo is a collective effort by a large group of photographers to document the passing of the millennium. Up to 10,000 photographers are expected to participate. Millennium Photo will publish this vast collection of millennium images in the form of a collectors item book and a permanent online gallery.

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