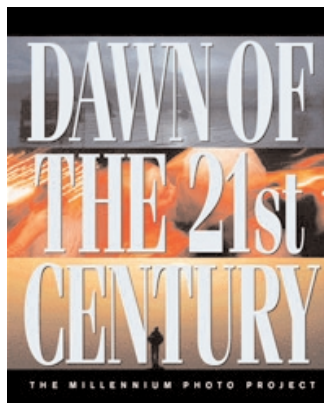




FINAL PUBLICATION DETAILS & BOOK COVER UNVEILED

FOR IMMEDIATE RELEASE

TORONTO - Monday October 16th, 2000 – The Millennium Photo Project is now pleased to release the final publication details for the much awaited hardcover book 'Dawn of the 21st Century'. The campaign to save the book after it lost its original publisher was a success.



- **Title**.....Dawn of the 21st Century
- **Author**.....The Millennium Photo Project
- **ISBN**.....0968795803
- **Publisher**.....Smashing Books!
- **Retail Price**.....\$40 U.S.
- **Case**.....Hardcover
- **Format**.....Full-Colour 320 pages / 500 photos
- **Publication Date**.....November 6th 2000
- **Availability**.....Independent Bookstores / Official Web Site only

The book is to be made available through independent bookstores and the official web site at www.millenniumphoto.com . Trade enquiries from bookstores should be directed by e-mail to sales@millenniumphoto.com. The portion of the web site for public ordering of the book will be opened Monday November 6th. A phone sales hotline will also be available.

A 10 city North American author tour is scheduled for late November and early December. The cities currently on the tour are: New York, Los Angeles, Chicago, Vancouver, Denver, Seattle, Memphis, Washington DC, Atlanta and San Francisco. There will also be two media days in Toronto. For more information and to schedule interviews with either local photographers from your area who took part in the project, or the project's founder, please contact Salman Nensi at the Omikron Group (416) 410-5630 or press@millenniumphoto.com.

###

| THE MILLENNIUM PHOTO PROJECT: CAPTURING THE MILLENNIUM WITH A GLOBAL SNAPSHOT

| ADDRESS 14 SUMACH ST. TORONTO, ONTARIO, CANADA, M5A 3J4 | PHONE (416) 203-3727 | FAX (416) 203-1827 |

| E MAIL [PRESS@MILLENNIUMPHOTO.COM](mailto:press@millenniumphoto.com) | WEB WWW.MILLENNIUMPHOTO.COM |