

**FORMERLY
TITLED HOW
TO TEACH
FILTHY RICH
GIRLS!**

Tie in to the premiere of the much-anticipated new CW series based on the entertaining and hilarious book.

PRIVILEGED
by Zoey Dean

Trade paperback
Fiction

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Pub.: 09/10/2008

**MARKETING
CAMPAIGN:**

- Print advertising in the *New York Times*
- Online advertising
- Web marketing



The Hilton sisters meet *The Nanny Diaries* in **PRIVILEGED**, the hilarious story of Megan Smith, a jobless Yale grad with massive student loan debt, who becomes a tutor to twin heiresses in Palm Beach.

- *Privileged* will debut on the CW network on September 9, 2008 and will air Tuesdays at 9 pm, following the new *90210*. It stars promising newcomer JoAnna Garcia and veteran actress Anne Archer.
- **PRIVILEGED** was originally published as *How to Teach Filthy Rich Girls* (GCP, 7/07) and sold more than 48,000 trade paperback copies.
- The CW is the same network that airs *Gossip Girl*, based on the bestselling series which sold over 3.5 million copies combined.
- Zoey Dean's teen series *The A-List* has been wildly successful, with over a million copies in print and most of them hitting the *New York Times*

bestseller list. Her most recent entry in the series, *A-List #10: California Dreaming*, has sold just under 75,000 copies.

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