

JAMES PATTERSON

A RARE EVENT: ADULTS AND KIDS AGREE MAXIMUM RIDE IS #1!

PEOPLE AGES 10 – 110 STUNNED

New York, NY – March 27, 2008 – It’s no secret that adults and kids rarely agree on what’s “good.” Each generation is consistently baffled by the next generation’s idea of what constitutes “entertainment.” And each generation is pre-programmed to buck what their parents say is “good for them.” Broccoli? *No thanks, Mom.* Grande peppermint mocha java frappuccino with extra whipped cream? *Sign me up!*

It’s a rare cultural phenomenon that manages to bring the wide worlds of adults and kids together – and those that do, make history. The Beatles, *Spiderman*, and American Idol are nation-wide cultural events beloved by millions, young and old. James Patterson’s Maximum Ride series joins the ranks this week as the latest installment, **THE FINAL WARNING** (March 17, 2008, Little, Brown and Company), becomes the #1 fiction book in the country – made possible by kids and adults alike.

THE FINAL WARNING is the first in the new James Patterson Pageturners collection of books written for readers from ages ten to a hundred and ten. And, word is out, adults and kids agree – James Patterson *knows* entertainment.

Literally hundreds of movie trailer-esque videos have been created by kids themselves and posted on YouTube. [Click here to view them!](#) Meanwhile, adults everywhere are sharing their excitement about Max on their blogs: “I just really like this series. Mostly because I like Max. **I’m forty-seven and I want to be Max.** How many teenagers must want to be Max?” –[Brenda Cooper](#)

Even Hollywood is convinced. The Maximum Ride series is soon to be a major motion picture produced by Avi Arad (*Spiderman* and *X-Men*), and plans are in the works for a movie based on the next James Patterson Pageturners series, *The Dangerous Days of Daniel X* (coming July 21, 2008).

Patterson says “As a father, I’m consistently surprised by my son Jack’s entertainment choices and though we agree on some things, we definitely don’t see eye-to-eye on others. When we went to see *Spiderman*, I was struck by the notion that a book could have a similar universal appeal, and that’s something I was striving for with Maximum Ride.”

For more information about Maximum Ride and **THE FINAL WARNING**, visit:
www.maximumride.com or www.jamespatterson.com

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