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Readers Offered Voting for a Musical Score in a Video Book Trailer

www.ExtraInningsTheNovel.com

PR Newswire

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BOSTON, April 10, 2012 /PRNewswire/ -- Author Bruce E. Spitzer and publisher Bear Hill Media have produced a "first" in publishing: The opportunity for readers and viewers to vote for their favorite musical score in a video book trailer.

Boston-based Spitzer's debut novel, *Extra Innings*, about baseball legend Ted Williams returning to life through the science of cryonics, will be officially released the week of April 16, 2012. Before the launch, the author and the publisher are presenting two versions of the *Extra Innings* book trailer with different music.

Visitors to www.ExtraInningsTheNovel.com can vote for their favorite and immediately see the tally.

"We thought this would be fun for readers and viewers, and it's never been done before," said Spitzer. "Video book trailers have become a major way to present readers with an outline of a book via the Internet—much like how movie trailers preview films. In the midst of producing the *Extra Innings* book trailer, we could not decide which musical score we liked better, and then I hit upon this idea and said, 'Let's give readers and viewers the opportunity to decide.'"

On the homepage of www.ExtraInningsTheNovel.com, visitors are given the opportunity to see Version 1, which features music produced by video editor Douglas Wicks titled "Compilation." Version 2 features a musical score created by musician Alex Philbrick, a University of New Hampshire freshman

and Mont Vernon, N.H. resident. Philbrick's piece is titled "Lost in a Desert." A voting "widget" on the website then allows viewers to choose their favorite and immediately see how their choice compares with others.

"The most popular video will have a permanent place on the *Extra Innings* website as well as on YouTube, Vimeo and other popular video sites," said Spitzer.

Extra Innings by Bruce E. Spitzer is published by Bear Hill Media, ISBN-13: 978-0-9849569-0-6; 412 pages; \$16.95. It is available now as a preorder on Amazon.com: <http://amzn.to/HxSyTe>. For a complete synopsis of the novel, news and reviews and other features, visit www.ExtraInningsTheNovel.com

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