



## **The 39 Clues Frequently Asked Questions**

### **What is The 39 Clues?**

*The 39 Clues* is a groundbreaking, multi-dimensional new series aimed at 9-12 year olds. The program and story spans 10 adrenaline-charged books, 355 trading cards, and an online game where readers become a participant in the story and compete in the hunt for The 39 Clues.

### **Can you explain the premise of the game?**

Kids visit the website and discover they are lost members of the Cahill family. They are assigned to one of four family branches, and then compete against other kids and against characters in the books to discover the 39 Clues. Finding Clues and earning points can also result in prizes if there are contests and/or sweepstakes being sponsored in your territory.

### **Who is writing The 39 Clues books?**

Rick Riordan, #1 NYT bestselling author of the *Percy Jackson* series, kicks off the action with the first book, MAZE OF BONES, which introduces the main characters, sets the tone for the series, and reveals the first big clue. Riordan is also the architect of THE 39 CLUES story arc; he's created the entire plot outline for the central mystery. Million-copy selling author Gordon Korman (*Island, Everest, Dive*) has written Book 2. Acclaimed author Peter Lerangis (*The Watchers, Antarctica, Spy-X*) will write Book 3. Jude Watson, New York Times bestselling *Star Wars Series* author will write Book 4. Patrick Carman, author of the internationally bestselling Land of Elyon series, will write Book 5.

### **When will The 39 Clues hit the English Language market?**

On September 9, 2008 the first Book and the first Card Pack will go on sale, and the website ([www.the39clues.com](http://www.the39clues.com)) will go live. The last book will publish in September 2010.

### **What happens after the last book is published in September 2010?**

The gaming portion of the 39 CLUES program will be over, but we are left with ten (10) strong books by mega-selling authors, each with their own distinct fan base now compounded by their participation in THE 39 CLUES Series. The series can live on in print (only) form and find new readers for years to come.

**How soon can I start publishing in my country?**

You can start publishing as soon as your books are translated and ready for publication and as soon as you have made arrangements with Scholastic to take the 39 CLUES website live in your territory.

**Who will print the books and the cards?**

Scholastic will print the books -- each book contains the same 6 cards -- and card packs -- each card pack has 16 randomly assorted cards -- as co-editions for our foreign partners, which will be both cost effective and allow us to supervise the game card assortment process for you.

**How will the text in the website be translated and managed?**

We will give you access to computerized templates and a program to upload your translated content. The computerized templates are easy to upload in your language - you will be able to publish them directly to the site and their size and text constraints will be very easy to work with. The program allowing you to upload fixed data fields will require that you stay within very strict format guidelines so as not to have to redesign the pages of the site. The instructions will be very simple and you will be given the view of what the page looks like in English to help you map to the same measurements and configurations.

**Who will manage all the other aspects of the website?**

Once we have your translated content Scholastic will manage all other aspects of the website.

**Can I elect to translate the books, but keep the website content and the game cards in English?**

Absolutely. If this combination is optimal for your market it would be a much less expensive option. It is something we are happy to explore and discuss further with you.

**Will I be given any marketing collateral I can use?**

Yes, we are happy to furnish you with all of the marketing materials we create -- both to launch THE 39 CLUES and to support it over the course of the entire program -- for your adaptation and local use.

**How is the deal being structured?**

Creative ways of structuring deals are welcome for discussion, but the basic terms of the deal will include:

- a traditional advance against royalty for each book/author.
- a one-time website usage fee calculated according to your requirements (plus any additional customization fees you might incur ).
- a unit cost for each book and each card pack produced for you, calculated on your print run (plus any additional customization fees you might incur).

## **BOOKS**

### **How much will the books sell for?**

You are free to charge what you think your market can bear. For your information, here are Scholastic prices:

- \$12.99 in the US
- \$13.99 in Canada
- £6.99 in the UK

### **Do the books come with cards?**

Yes – each of the 10 books in THE 39 CLUES Series comes with six cards packaged inside. Those 6 cards are the same in every copy of Book #1. Book#2 will also contain 6 cards, but they will be different cards from those that were packaged in Book #1.

All six cards within each book will have the same unique code. Kids take the cards in the book they have bought, enter the unique code number for any of the 6 cards and instantly see the physical cards in their hands become digitized and loaded into their online card collection.

### **Can kids read the books and not play the game?**

Yes. The books stand alone as a compelling book series. The mystery of The 39 Clues will be revealed within the 10 books and readers who aren't players will find the storyline and the character development very satisfying.

### **Are the books essential to getting all 39 Clues?**

Yes. Each book contains one Clue. It will not be possible for kids to solve The 39 Clues without having digitized the cards from each of the 10 books.

### **Can kids start on Book 7 and understand the story?**

Yes. Each book will summarize the storyline to enable kids to start at any point in the series without having to go back and read earlier books.

### **Can they get into the game by starting with Book 7?**

Yes, but they will have to digitize the book cards for books 1 – 6 to find the single Clue in each book

## **CARDS**

**How much do the Card Packs cost?**

- \$6.99 in the US
- \$7.99 in Canada
- £4.99 in the UK

**What is included in the Card Packs?**

- 16 cards in two sealed packages of 8 cards each.
- A 16-page game guide to help kids jump right into the game.

**Are some of the cards rare?**

There will be four types of cards – Commons, Uncommons, Rare and Ultrarares. Every card pack will be guaranteed to contain either a rare or an ultrarare.

**How many card packs will there be?**

There will be four Card packs

Card Pack 1 will have cards associated with Books 1, 2 and 3

Card Pack 2 will have cards associated with Books 4, 5 and 6

Card Pack 3 will have cards associated with Books 7, 8 and 9

The last Card Pack will contain many rare cards to make the end of the hunt for THE 39 CLUES even more exciting!

**How do the cards become game pieces?**

Each card has a unique ID (code) number. Kids will go to [www.the39clues.com](http://www.the39clues.com), click on “My Cards,” and enter the unique code number as it appears on the card. As soon as the code is entered and accepted, a digitized version of the card will appear instantly in the kids’ card collection.

**What can kids do with the cards?**

The cards will help the kids understand the Cahill world and will lead them to places, people, information or resources that can help them find all 39 clues.

**Will kids get duplicates?**

Yes but unlike standard card games-duplicate 39 CLUES cards still serve a purpose online because each card has a unique code. Duplicates can be used creatively, yielding different information, secrets and/or rewards each time.

**Are cards from Card Pack 1 valid only for Books 1, 2 and 3?**

No. While cards from Card Pack 1 relate to Books #1, #1, and #3, those Card Pack 1 cards can reveal secrets at any point in the game. In fact, the bigger, most valuable secrets, will come from cleverly combining cards across the different card packs.

**Can a unique ID be used by 2 people?**

No. Once a card’s unique code number is entered, it cannot be digitized again.

**WEBSITE**

**What will kids be able to do online?**

The website at [www.the39clues.com](http://www.the39clues.com) is “Cahill Central” for kids. Kids create accounts where they can track their points and their Clues, manage their card collections, dig through the Cahill archives for secrets, and “travel” the world to collect Cahill artifacts, interview characters, and hunt down the Clues. The site is a fun, fulfilling, and a game experience on its own.

**What can kids do without registering?**

Kids will be able to read some enticing and mysterious content about the Cahills and the four branches of the Cahill family. This will complement the reading experience of each book. However, they will not be able to play the game without registering because online activities yield points and Clues which are dropped into a personalized account.

**What information will be required at registration?**

Kids will be asked to create a username and password and will be asked a question to help us match them back to their username and password, were they to lose or forget one or the other.

**Can kids play online without buying cards or books?**

Yes. There is no purchase required to enjoy the online experience -- but of course it is not possible to hunt down all 39 Clues without buying books and card packs.

**Will kids be able to chat or post to forums?**

No. In order to adhere to government regulations, and to keep THE 39 CLUES website completely safe, we cannot offer a way for kids to communicate with each other within our site.

**Will there be new content every day?**

Yes, we will be posting new content every day.

**PRIZES****Will there be prizes associated with The 39 Clues?**

The prizing element is elective for you. Should you decide to offer prizing, we will be able to identify the kids online who have qualified for prizing in your country. You will be 100% responsible for constructing and managing the prizing process, including providing us with the rules which we are required to post online on your behalf.

You can offer contests and sweepstakes or you can devise other prizing scenarios and host them off your website. Prizes don't have to be cash, you can consider a scholarship or a charitable donation in a winner's name. The possibilities are endless.

