



HANCOCK HOUSE PUBLISHERS

PR Release

**Canada & US Dollars Are Equal
Buy Hancock House Canadian Books for Less!!
October 1, 2007**

As of October 1, 2007 all new Hancock House book sales to Canadian customers will be billed at the US dollars List Price — which will often be a savings of 15 to 35%.

*We acknowledge the "New Reality"
Our Canadian dollars are now valued at "true" worth.*

Many previously printed books still carry both prices. Now you just pay the lower US\$ listed price.

New titles coming on the market will only have a single price. We already did this for our lower priced titles. Many books under \$15.00 are one price. Now each title will sell at the same list price in Canada & the US.

Background

Canadian publishers, like Hancock House, whose book sales are primarily outside Canada generally have to print offshore to be competitive on a world market. This means we have been paying for our product in US dollars. With the US dollar now being devalued, printers, particularly those offshore, will have to increase their prices to ours. But that is in the future.

We are now selling our books in Canada at the US List Price. That can be anywhere from a 15% to 35% savings for the Canadian buyer.

Happy reading for less!

David Hancock

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