

FOR IMMEDIATE RELEASE:

**Independent Debut Novel “EVERTASTER” By Adam Glendon Sidwell Rockets up Amazon.com Bestseller Charts in First Day of Release Without A Traditional Publisher**

Very First Middle Grade Novel in Trident Media Group’s Independent Publishing Effort

LOS ANGELES, California (July 3, 2012) -

Without the help of an established publisher, Adam Glendon Sidwell’s independent debut novel “EVERTASTER” was released exclusively on Amazon.com Thursday and immediately skyrocketed up the sales charts to #1 in its genre.

On its first day of release, EVERTASTER quickly claimed the #1 bestseller spot in its genre, “Children’s Mystery, Detective, & Spy,” overtaking Rick Riordan’s “The Titan’s Curse” (of the Percy Jackson series) and John Grisham’s newest novel, “Theodore Boone: The Accused.”

EVERTASTER also reached #10 bestseller of all Children’s books, #16 in Hot New Release Books, and #51 among all books on Amazon.com. EVERTASTER’s meteoric rise through the charts even landed it at #2 in “Movers and Shakers,” Amazon’s category of “The biggest gainers in Amazon sales rank over the past 24 hours.”

The successful launch of EVERTASTER is all the more impressive considering the paperback book was released without the involvement of an established publisher, marking the viability of a new independent publishing model. The paperback was published and marketed solely by Sidwell, with the ebook to be released by Trident Media Group in July. EVERTASTER will be the very first middle grade novel in a new line of original ebooks from Trident Media Group, one of the most distinguished literary talent agencies in America. Bypassing the traditional publishing route allows the agency’s young authors like Sidwell the opportunity to pursue a more independent publishing model while still benefiting from the editorial oversight and business expertise of the agency.

EVERTASTER is also coupled with a Hollywood-produced book trailer as can be seen on YouTube by searching for "Evertaster - the Trailer."

The middle grade novel begins a new children’s fantasy adventure series in the whimsical, humorous tradition of beloved authors Roald Dahl (“Charlie and the Chocolate Factory”), J.K. Rowling (“Harry Potter”), and Louis Sachar (“Holes”). New York Times Bestselling author Orson Scott Card (“Ender’s Game”) praises EVERTASTER as “Wonderfully talented writing; funny.”

In the story, picky eater Guster Johnsonville and his family set out on a worldwide search for a legendary recipe — a recipe created hundreds of years ago, shrouded in secrecy, sought after by connoisseurs everywhere and rumored to be so delicious that whoever tastes it will never want to eat anything else again. On an adventure that will take them to ancient ruins, faraway jungles and forgotten caves, the Johnsonvilles discover that their search for the One Recipe is more than just a quest to satisfy Guster’s cravings — it is a quest that could change humanity forever.

EVERTASTER was released in paperback on June 14, 2012 for only \$9.99. An e-book edition will be offered in July by Trident Media Group.

Future House Publishing supported the release with an expansive digital marketing campaign (centered around the book's official site <http://www.evertaster.com>), a forthcoming Hollywood-produced live action trailer for the book, and multiple promotional giveaways. Sidwell's promotional tour for EVERTASTER will take him to bookstores, libraries, schools, and even restaurants. Explaining why restaurants were a great fit for his book signings, Sidwell remarked that EVERTASTER just makes him "really hungry."

Adam Glendon Sidwell is represented by Trident's Alyssa Henkin, an industry veteran who also represents several other distinguished writers including NY Times bestselling authors R.J. Palacio ("Wonder") and Sarah MacLean ("A Rogue By Any Other Name"), as well as Caldecott-Honor author Jen Bryant ("A River of Words"). Other high-profile authors represented by Trident Media Group include Louis Sachar, Jon Stewart, Stephen Colbert, and Deepak Chopra.

About the Author: In between books, Adam Glendon Sidwell uses the power of computers to make monsters, robots and zombies come to life for blockbuster movies such as Pirates of the Caribbean, King Kong, Transformers and Tron. After spending countless hours in front of a keyboard meticulously adjusting tentacles, calibrating hydraulics, and brushing monkey fur, he is delighted at the prospect of modifying his creations with the flick of a few deftly placed adjectives. He's been eating food since age 7, so feels very qualified to write this book. He once showed a famous movie star where the bathroom was. Adam currently lives in Los Angeles, where he can't wait to fall into the sea.

Contact:  
Jarom Sidwell  
[publicity@evertaster.com](mailto:publicity@evertaster.com)  
209-581-8340

###