



FOR IMMEDIATE RELEASE

SYLVIA DAY'S CROSSFIRE SERIES TOPPLES FIFTY SHADES FROM PERCH

#1 ON THE NEW YORK TIMES BESTSELLER LIST

100,000 Trade Paperbacks Sold in First Week!

450,000 E-Books Sold to Date!

NEW YORK, NY: November 7, 2012 –**REFLECTED IN YOU** by Sylvia Day, the second book in her *Crossfire* series, has dispatched E. L. James' *Fifty Shades of Grey* from the top spot of *The New York Times* trade paperback fiction list with over 100,000 copies sold in its first week. Sylvia Day's *Crossfire* series is now the leading erotic fiction series in the world. **REFLECTED IN YOU** is the #1 bestselling book on *The New York Times*, *Wall Street Journal*, *Publishers Weekly*, and Canadian Booksellers Association lists. Across the Atlantic, Day's newest stormed to #1 with over 80,000 copies sold in week one in the UK— Penguin UK's fastest selling paperback ever.

In October, following a storm of pre-release buzz, **REFLECTED IN YOU** held the #1 spot at every major e-book retailer during its first week of E-book release and took #1 on *The New York Times* Combined Print & E-book bestseller and E-Book bestseller lists. **REFLECTED IN YOU** knocked J.K. Rowling's *The Casual Vacancy* out of the #1 spot on both of those lists. **REFLECTED IN YOU** also jumped to #1 on Amazon's Kindle Top 100, and Day was ranked #1 on Amazon's Most Popular Author list.

The second book in Day's *Crossfire* series, **REFLECTED IN YOU** is the follow-up to the international bestseller **BARED TO YOU**. The books have been sold in 34 territories around the world, and **BARED TO YOU** is a Top 5 Bestseller in all ten countries where it has been published, including the U.S., UK, Canada, Australia, Ireland, Spain, and Brazil.

BARED TO YOU, the first book in the erotic romance series starring the beloved characters of Eva and Gideon, was Penguin UK's fastest selling book in 10 years. Day's astounding success has led to phenomenal coverage for both books in *USA Today*, *People*, *The Evening Standard* and more recently, *Entertainment Weekly* and the *Associated Press*.

****MORE****



Day's acclaimed writing, strong feminist protagonist and emotionally stirring plot have captured the world's attention and her second installment in the *Crossfire* series has quickly surpassed the staggering success of **BARED TO YOU**.

Sylvia Day is the #1 *New York Times* bestselling and award-winning author of over a dozen novels. A wife and mother of two, she is a former Russian linguist for the U.S. Army Military Intelligence. Visit her website at www.sylviaday.com.

REFLECTED IN YOU

by Sylvia Day

Berkley Books

eBook on sale: October 2, 2012; 978-1101604915

Trade Paperback on sale: October 23, 2012; 978-0425263914

www.penguin.com

www.sylviaday.com

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