

(NAPSA)—The Guinness World Records book has now etched its place in the history books with its own record-breaking achievement, 100 million books sold. The perennial bestseller joins such publishing elite as Mao Tse-Tung's "Little Red Book," the Harry Potter series, Lord of the Rings and the Bible and Koran.

First published in 1955 and sold for one schilling (10 cents), the *Guinness World Records* book



is now the best-selling and most comprehensive collection of the greatest and most amazing feats from around the world. The book's latest 2004 edition

boasts more pictures than any previous edition and hundreds of new records and categories.

These new records are grouped into more than 100 "must know" categories, ranging from Sports to Feats of Engineering, from Science and Technology to Natural World and Entertainment.

The *Guinness World Records* book is the ultimate compilation of staggering statistics in the world of business and entertainment, scientific discovery as well as inspiring acts of human achievement. The 2004 edition is available at a local bookstore with a suggested retail price of \$27.95.