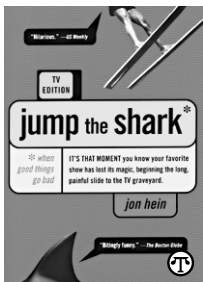


# MAKING LIFE MORE FUN



## Jump The Shark

(NAPSA)—Can you remember the moment your favorite TV show went bad? Was it the moment when a new character was introduced, the romantic leads shared their first passionate embrace or the whole gang took a trip to Tahiti?



It might come in the form of a live taping, a celebrity guest appearance, or a very special episode. In that moment, viewers know the show has lost its edge and begun a painful slide to the TV graveyard. The show

**When does a show “jump the shark”? An ingenious new book tells all.**

has “jumped the shark.”

While moments such as these spell doom for a TV show, they become pure entertainment in Jon Hein’s ingenious book *Jump The Shark: When Good Things Go Bad* (Plume, \$10). The title stems from the moment *Happy Days* lost its edge, says Hein, which for him was the episode in which Fonzie jumped over a shark.

*Jump The Shark: When Good Things Go Bad* is available wherever books are sold.