



FOR IMMEDIATE RELEASE

GUINNESS WORLD RECORDS™ 2008

**THE WORLD AUTHORITY ON RECORD BREAKING LAUNCHES WITH MORE
ASTOUNDING NEW RECORDS INCLUDING THE INTRODUCTION OF
THE TALLEST LIVING HUMAN BEING: LEONID STADNYK (8ft 5.5in)**

**BOOK'S RELEASE KICKS OFF GUINNESS WORLD RECORDS SEARCH FOR THE
TALLEST MAN IN THE UNITED STATES**

NEW YORK – August 7, 2007 – Everyone's favorite record-breaking chronicle is back with a whole new extraordinary list of the biggest, smallest, tallest, shortest, fastest, most amazing and spectacular records ever accomplished by people, animals, plants, buildings, vehicles and more. It's the return of the world's best selling copyright book and quintessential gift for people of all ages - ***Guinness World Records 2008!***

To celebrate this giant occasion, Guinness World Records has announced one of the biggest records in the 2008 edition, the new Tallest Living Human Being: Leonid Stadnyk, a certified veterinarian from Podoliansky, Ukraine, standing at a staggering 8ft 5.5in tall. In addition to this new record, Guinness World Records announced its search to find the tallest man in the United States and urges everyone to log on to www.guinnessworldrecords.com and submit their height measurements. The Tallest Man in the United States will be revealed on Guinness World Records Day this November 8th.

In addition to the Tallest Living Man, this year's book is chock-full of new and fascinating facts, sure to mesmerize the imaginations and captivate the eyes of kids and adults all over the world! Some astounding new records include:

- ◆ An out-of-this-world **Farthest Golf Shot**
- ◆ An elephant with the **Largest Prosthetic Leg**
- ◆ A 19 year old who became the **Youngest Indycart Winner**
- ◆ The unbelievable **World's Hairiest Family**
- ◆ **And thousands more!**

The 2008 edition is also full of fantastic features, including:

- ◆ An exciting new **red "hot" cover design**
- ◆ **100% new photographs** and **over 1,500 new and updated records**
- ◆ More **giant gatefold features** – with larger than life records
- ◆ Exclusive **"behind-the-scenes look at Guinness World Records"** section – looking at how records are approved, as well as the people, equipment and guidelines that are Guinness World Records
- ◆ Brand new captivating contemporary spreads in categories such as **forensic science, incredible stunts, home entertainment and consumer technology**
- ◆ **Revealing celebrity records and interviews**
- ◆ **And much, much more!**

Guinness World Records 2008 also features a special section devoted to the international phenomenon known as **Guinness World Records Day**. Last year more than 100,000 people united across the globe to break all records large and small. This new section will spotlight some of the most interesting records from Guinness World Records Days past, and provide vital information on how to get involved with Guinness World Records Day 2007!

"Guinness World Records is a global pop culture sensation because of its ability to chronicle the most amazing achievements in a vast pool of interesting categories," said Alistair Richards, Chief Operating Officer, Guinness World Records. "In this year's book you'll see records on everything from iPods to dog weddings - capturing the essence that has made it a classic annual for more than 50 years!"

This global phenomenon and celebrated annual, **Guinness World Records 2008**, contains the most comprehensive collection of the greatest and most amazing accomplishments from around the world and beyond. A "must-have" for both knowledge-seekers and aspiring record-breakers of all ages, **Guinness World Records 2008** is now available at retail stores everywhere for the suggested retail price of \$28.95. For more information about **Guinness World Records 2008** or to find out how you can participate in Guinness World Records Day 2007, visit our website at: www.guinnessworldrecords.com

About Guinness World Records

Guinness World Records is the universally recognized authority on record-breaking achievement. First published in 1955, the annual Guinness World Records book is published in more than 100 countries and 20 languages and is one of the highest-selling books under copyright of all time with more than 3 million copies sold annually across the globe. Guinness World Records celebrated its 50th anniversary edition in 2004, a year after the sale of its 100 millionth copy. The Guinness World Records website (www.guinnessworldrecords.com) receives more than 11 million visitors a year. Guinness World Records is published by HIT Entertainment Limited, a fully integrated global studio with divisions in the U.K., U.S., Canada and Japan, including broadcast production and distribution, video and audio sales, consumer products licensing and marketing.

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