

FOR IMMEDIATE RELEASE: 25th March 2008

ZAVVI'S BOOK OF THE WEEK

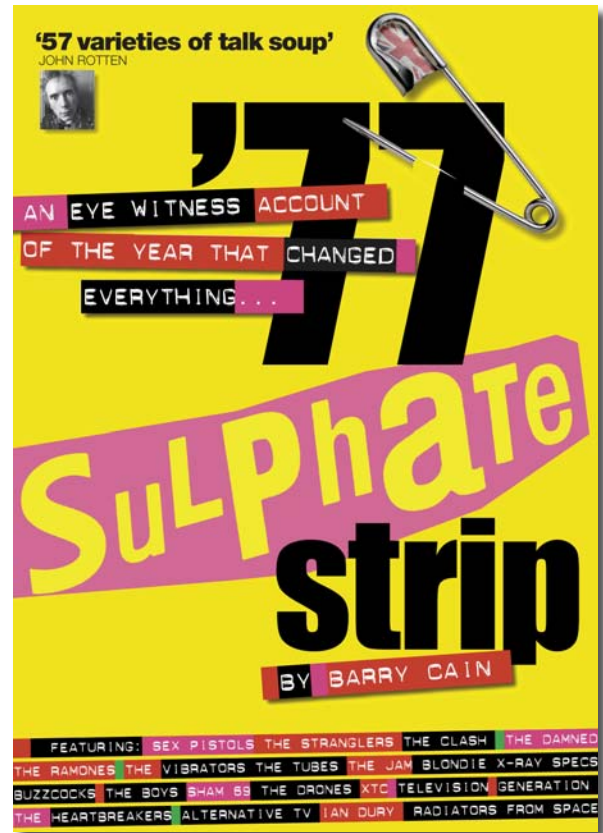
'77 Sulphate Strip, Ovolo Publishing's flagship music title about the year of 'punk' is 'Book of the Week' in all Zavvi stores (formerly Virgin) week commencing 31st March 2008.

Zavvi is the UK's largest independent entertainment retailer on the high street and their focus is purely on the great products they offer.

If you were reading about punk in 1977 the chances are you read some of Barry Cain's words. As a young writer on Record Mirror he was perfectly placed to take part in, and report on, the punk scene. What makes this book truly great and stands out from the rest is how it connects the past to the present. In the words of Phil Singleton, sex-pistols.net 'The Punk Rock book of the year is yours, Mr Cain, and ours to share.'

"When I wrote '77 Sulphate Strip I honestly never expected it would receive such wonderful reviews and comments. For some, it seems to have touched a guitar string of a nerve that hasn't been plucked for three decades; for others, it has simply confirmed that 1977 was the most dynamic and groundbreaking year in rock 'n' roll history. I'm particularly thrilled that so many people who were just twinkles in roving eyes thirty years ago have derived such satisfaction from wandering through the Sulphate land of the damned and the desperate, alien yet strangely familiar, like a virulent dose of déjà vu." Says author Barry Cain.

Michelle Thorn, Marketing Manager of Ovolo Publishing says, "To be 'Book of the Week' in all Zavvi stores for our first music title is fantastic news. We have had some great reader reviews, which have led to the



media and book/music shops supporting Barry in making sure the book gets out there. Alongside Zavvi's 'Book of the Week', Barry Cain will be holding a book reading at the 'Punk Poster Exhibition' at Filthy Macnasty's bar in London on 3rd April 2008. It will be a great event with live music and will be a chance to get everyone together to say thanks for supporting '77 Sulphate Strip.'

■ For more information and reviews on '77 Sulphate Strip log on to www.myspace.com/77sulphatestrip or www.77sulphatestrip.co.uk

■ For more info on books in Zavvi stores log on to www.zavvi.co.uk/books

■ For more info on the Punk Poster Exhibition at Filthy MacNastys log on to www.myspace.com/filthymacnastysofficial



"The fact that Zavvi have made it one of their Books of the Week is a tremendous honour. It really is a dream come true and I'd like to thank The Sex Pistols, The Stranglers, The Clash, The Damned and The Jam for helping me realise it, not to mention Johnny Thunder and his fabulous Heartbreakers. Oh, and that innate Zavvi savvy!" Says author Barry Cain."



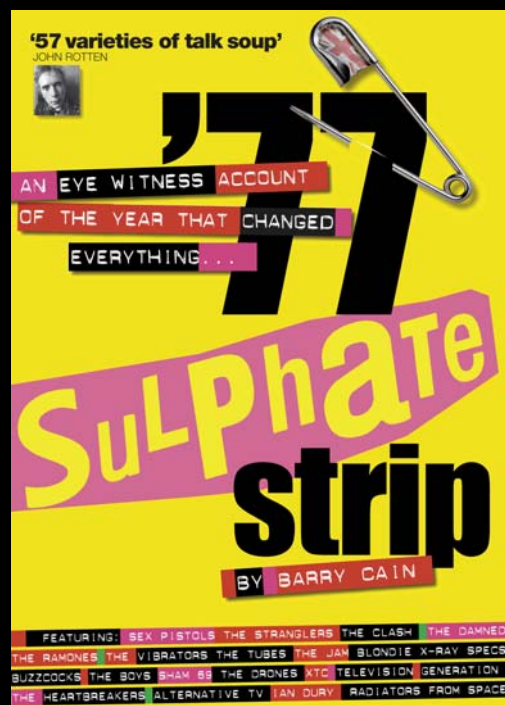
'An eyewitness account of 1977 by one of the only journalists allowed full access to the bands. This is the true story of how it really felt and what really happened then.... ..and how John Lydon, Hugh Cornwell & Rat Scabies feel now about what they said and did back then'

www.ovolobooks.co.uk

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'77 SULPHATE STRIP BY BARRY CAIN



REVIEW:
Phil Chevron
www.pogues.com

...What makes this book truly great is how it connects the past to the present, through the perspective of anyone who he knew in 1977 who'll still talk to him in 2007, to wit, Rat Scabies, Hugh Cornwell and, amazingly enough, John Lydon. And yes, I'd have happily talked to Barry if he'd gotten in touch - I liked him - but I'm pretty sure my interview would be comparatively redundant when set alongside the saki-drenched 40-page chat with John Lydon at Marina Del Rey which comes at the end of the book. I doubt you'll ever read a better John Lydon interview or a more open and honest one.....

...This book made me laugh and cry for my own errors and follies as well as my own small triumphs and, above all, for the fact that I was right back in 1977 and I still am.....

★★★★★

REVIEW:
Phil Singleton
www.sex-pistols.net

Punk Rock book of the year. There you have it - I thought I'd start with my conclusion. The first thing I knew about 77 Sulphate Strip was an email from a friend recommending it. It didn't take long to work out why. Author Barry Cain was a journalist for the Record Mirror back in the day. Now older and battle scarred by life, he sets out to re-discover the greatest year of his life, 1977.....

.....Barry Cain is a man on the edge and on a mission. Mission accomplished. The Punk Rock book of the year is yours, Mr Cain, and ours to share.

★★★★★

REVIEW:
JohnLydon.com

JohnLydon.Com heartily recommends you check out 77 Sulphate Strip. We guarantee you'll find a truly unique 30+ page interview with Mr Rotten. A heady mix of cantankerous mischief and content. Laced with revelations you won't read elsewhere. "57 varieties of talk soup" to quote the man himself.

★★★★★

REVIEW:
Paul, Touch Magazine

....A great book, I'm glad it came my way. I've been championing it to all my friends and I'll be letting our readers know about it. A book this good doesn't belong solely to the punk crowd. I feel it's spine is all about youth UK culture and as the mods, rude boys, casuals, soul boys and punks will tell ya, that UK youth colour is more colour. It's about living hard, living fast. Dressing up and getting down. And running Arsenal down Seven Sisters Road....

★★★★★

AN EYE WITNESS ACCOUNT OF THE YEAR
THAT CHANGED EVERYTHING...

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www.ovolobooks.co.uk

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