



FOR IMMEDIATE RELEASE

New York Times Best-Selling Author Craig Bouchard Debuts New Children's Book, The Adventures of Ai

The Adventures of Ai Takes Preteens on a Fantastic Journey Through Culture and Time

CHICAGO, IL— Jul 17, 2014 — Craig Bouchard, international entrepreneur and New York Times Best-Selling Author, creates a unique transmedia entertainment event with his new children's fantasy, "The Adventures of Ai" (www.adventuresofai.com). Using nonfiction elements, this novel, set in 16th century Japan, unlocks the potential of a global generation of preteens. The book is distributed globally through Apple, Google, Samsung and Amazon as an ebook and through the Adventures of Ai game, improving traditional publishing models.

The unique story intertwines independence, strength and the determination required of kids today with unquenchable imagination. Art, history, poetry, music and mathematics find their way into the dangerous journey of an eleven-year-old Japanese girl in search of treasure and her father in the year 1514. Released in six languages and distributed through one of the greatest 3D video games of 2014, The Adventures of Ai is a story of empowerment transcending global boundaries.

Proceeds from a global competition of kids playing the video game benefit children's charities around the world, including Ann & Robert H. Lurie Children's Hospital of Chicago and Misericordia in the United States; Operation Smile in China; Taipei Orphan Welfare Foundation and Maria Social Welfare Foundation in Taiwan; College Women's Association of Japan and The Working Youth Society in Japan; Child Rights and You (CRY) and Magic Bus in India; Children's Leukaemia and Cancer Research Foundation and the Sony Foundation in Australia; Child Cancer Foundation in New Zealand; and Foundation to be Named Later, K is for Kids, Naples Equestrian Challenge, Our Lady of the Lake Children's Hospital and The Dempster Family Foundation globally.

"We are grateful to Craig Bouchard for choosing to support Lurie Children's through 'The Adventures of Ai,'" said Dr. Marleta Reynolds, MD, Surgeon-in-Chief and Head of the Division of Pediatric Surgery at Lurie Children's, who performed several surgeries on Mr. Bouchard's daughter. "The strength and determination shown by the character Ai in the game and book are qualities we see in our own patients."

"Misericordia is honored to be a part of this unique opportunity that invites young people to make a difference in lives of those most vulnerable," said Sister Rosemary Connelly, executive director of Misericordia. "We are very grateful to be a part of this wonderful project that draws children and young adults into a world of fantasy and adventure but also teaches the importance of empowering youth to reach their highest potential. We are looking forward to getting our Misericordia community involved as we join the global effort to promote the Adventures of Ai."

Craig Bouchard began his journey creating "The Adventures of Ai" during his time in Japan in the early 1990s. He masterfully weaves his personal journey of becoming a global leader with his time in Japan to create a beautiful life-changing adventure story to impact the next generation.

The "Adventures of Ai" interactive book app and mobile game will be available on iOS7, Android and Kindle devices. Soundtrack and the original songs produced by 15 time Grammy Award winner Humberto Gatica populate the "Adventures of Ai" mobile game will be available on iTunes and other international music sites.



About the Adventures of Ai

The Adventures of Ai is an ebook written by international entrepreneur and New York Times best-selling author Craig Bouchard. The story is a part non-fiction and part fiction fantasy subtly designed to prepare pre-teen girls and boys for the pressures they will encounter as they grow up. Incorporating art, history, poetry, music and mathematics, the unique novel encourages children to unlock their potential. Released in six languages, The Adventures of Ai is a story of empowerment that transcends boundaries. For more information, visit www.adventuresofai.com.

About Ai's Adventure

The book's corresponding video game is based on the novel and created by Kalani Streicher, producer of the ground-breaking games Star Wars, The Empire Strikes Back and the Indiana Jones games for Lucas Films. Titled Ai's Adventure, the game is an engaging experience featuring a soundtrack produced by 15-time Grammy Award winner Humberto Gatica, the game is available for iOS, Android and Kindle. For more information, visit www.adventuresofai.com.

About the World Charity Cup

When children play Ai's Adventure, their scores are recorded on the Adventures of Ai website for the benefit of their country total. Ten percent of net revenues earned in each country during the competition will be donated to the participating charities within that country. In addition, ten percent of the global revenue from the book, game and music earned during the competition will be donated to the charities in the country that records the highest average player scores. Thus, any country can win the "World Charity Cup," and every child playing the game matters.

About Craig Bouchard

Craig is a New York Times best-selling author. "The Caterpillar Way: Lessons in leadership, growth and shareholder value," was released in October of 2013, reaching #1 on the Barnes & Noble best-seller List and #8 on the New York Times Best Seller list in the business category. Craig is the Chairman and CEO of publicly traded Signature Group Holdings, as well as the Chairman and CEO of privately held Cambelle-Inland, LLC.

Craig holds a Bachelor's degree from Illinois State University (1975), a Master's Degree in Economics from Illinois State University (1977), and an MBA from the University of Chicago (1981). In 2005, Craig was a finalist for the Ernst and Young Entrepreneur of the Year Award (Illinois). He has been a member of Leadership Greater Chicago, a member of the Board of Trustees of Boston University, the Foundation of the University of Montana, and is currently a member of the Board of Athletics at Duke University. For more information, visit www.craigbouchard.com.

