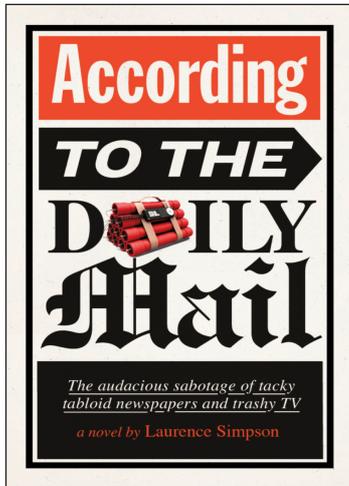




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PRESS RELEASE

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SICK OF THE TABLOIDS? THIS WILL CHEER YOU UP.

Laurence Simpson brings us an entertaining novel about one man's quest to destroy the gutter press in *According to The Daily Mail*

This is a comic crime caper with a salient, thought-provoking social message. Predicated on the puerile piffle trotted out by the tabloids, *According to The Daily Mail* is a unique novel. Sharply witty, it brings suspense, ingenuity, adventure, romance, laugh-out-loud comedy and some sporadic eroticism.

This novel will appeal to fans of humorous fiction and people who dislike tabloid newspapers and reality TV, of whom there are millions. Indeed, the tabloids (and especially the *Daily Mail*) are already the subject of numerous online forums, blogs, Twitter accounts and Facebook groups which exist purely to belittle shallow, sensationalist, trivia-laden journalism.

Jonathon is cross about the deleterious effect on impressionable people of the shallow tabloid media and he sets about recruiting some disaffected ex-servicemen to blow up their printing presses. Another recruit erases all their websites. An unfortunate coincidence leads Detective Inspector Foot to his door, but Jonathon has a cast-iron alibi and at first he gets away with it. He also recruits someone to hack into some TV programs, and people see titles like 'why are you watching this rubbish?' appear on their screens. Interspersed, he enjoys various adventures with his two children and his naughty new girlfriend, Bianca, and months later the crimes remain unsolved. Detective Inspector Foot, however, remains sceptical about Jonathon, assumes he is guilty, and sets about uncovering some evidence. He is successful and so begins the hunt, during which Jonathon nearly loses his life. But eventually, in a neat twist, he has the last laugh, avoids prison, and goes on to sabotage something else which is hated by people up and down the land.

LAURENCE SIMPSON spent most of his working life in advertising, where he was known as 'Loz' and where he won numerous major awards in London, Cannes and New York. He lives in Surrey with his wife, whose hobbies include blowing out nearside front tyres by mounting the kerb at speed, smashing headlamp units by driving into the backs of other peoples' cars and, counter-productively, losing her car keys.



PUBLICATION DATE 28TH SEPTEMBER 2015

PAPERBACK ISBN: 9781784625412 PRICE: £10.95

HARDBACK ISBN: 9781784625429 PRICE: £16.95

EISBN: 9781785894152 PRICE: £6.49



PRESS PACK

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