

GUINNESS WORLD RECORDS



Guinness World Records has established itself as the global symbol for integrity and accuracy in the recording of world-beating accomplishments. Its reach is now so universal that whenever someone endeavors to reach the absolute pinnacle, it is Guinness World Records that he or she will contact to verify and record the achievement.

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Guinness World Records is the global authority on record-breaking achievements. First published in 1955, the annual Guinness World Records™ book is the biggest-selling copyright title of all time with 120 million copies sold to date. Every year, over 3 million copies are sold all around the globe in 22 languages and in more than 100 countries.

As a multi-media business, we strive to deliver a tailored experience to every member of the family whether they are online, attending our live events, watching TV or reading our books. From records processing, licensing, TV and online, to publishing and PR ventures, Guinness World Records resonates with the consumer and business partner alike. Guinness World Records is multifaceted enough to make the same emotional connection with both, across its entire range of world-class products and services, with record-breaking always at the core of our business.

Guinness World Records has eagerly grasped the latest digital-delivery platforms, both desktop and mobile – and their potential for distributing varied information quickly and easily – to bring the world of record-breaking online. We've launched apps for iPad, iPhone and Android devices, as well as our successful online record-breaking platform, Guinness World Records Challengers. Our digital presence has gone from strength to strength, reaching over half a million fans on Facebook,

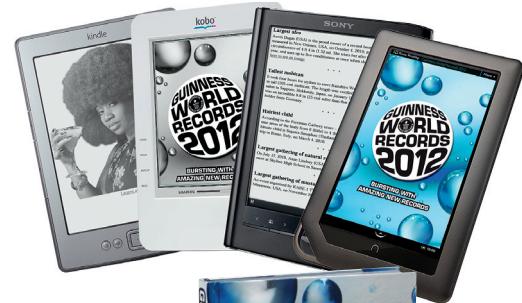


more than 130 million views to date on our YouTube channel and 11 million visitors a year on guinnessworldrecords.com.

In 2011, our TV programmes have been watched by more than 725 million people worldwide. Original productions aired in seven countries this year alone including: India, Italy, Germany, Poland, USA, Japan and China. Guinness World Records TV in China reaches 480 million people and is the number one rated non-news show of the year.

This decade has seen record-breaking becoming more popular than ever. In the last twelve months, we have received 43,844 claims from 160 countries and adjudicated 550 record attempts in 65 countries, almost 40% more than last year.

Guinness World Records' global reputation and its stamp of authority mean that brands come to us to give authenticity to their products using our range of business services such



Guinness World Records 2012 also available on iPad app and a variety of eReaders.



as promotional licensing and corporate adjudications. Recently, we have worked on record-based advertising campaigns for the likes of Cadburys in the UK and Kirin beer in Japan.

As a global and diverse business, our expansion continued its course in 2011 with the addition of a new office in China, while still growing our established offices in London, New York and Tokyo. Guinness World Records' global brand-awareness means that where we see opportunities, we find outstanding partners. This will continue into 2012, as will our dedication to growing audiences and making record-breaking accessible in every corner of the globe.



The most people keeping a football in the air is 1,377 and was achieved by the People's Government of Linzi District of Zibo Municipality (China) at Linzi People's Square, Zibo City, Shandong Province, China, on 17 September 2011 (above).

The longest duration fire torch teething is 1 Minute 32.75 seconds and was achieved by Wendell Gray (India) on the set of Guinness World Records – Ab India Todega in Mumbai, India, on 21 February 2011 (right).

