



**MADONNA, JAMES BLUNT, SIMON COWELL, JAMIE OLIVER
AND DAVID BECKHAM ...**

**JUST SOME OF THE CELEBRITY NAMES TO SMASH THEIR
WAY INTO**

GUINNESS WORLD RECORDS 2007

It's been a busy 12 months for record-breakers across the world and on 29th September 2006 the world's biggest-selling book returns with a bang - bursting with new records, statistics, celebrity gossip and incredible images.

There are a whole host of new **celebrity** record holders in this year's book including **David Beckham**, **Madonna** and **Tom Hanks**, who have all ensured that their names will go down in history as **Guinness World Record** holders.

This year's blockbuster movie **King Kong** smashed two box office records, for the *most expensive movie ever made* at \$200 million. King Kong film director **Peter Jackson** is the *highest salary ever paid to a film director prior to production*, at \$20 million. **Tom Hanks** and the stars of the **Da Vinci Code** arrived at the Cannes film festival in style this year with a new record for the *longest nonstop international train journey* from London to Cannes.

From the big screen to the small screen, **Doctor Who** (BBC, UK) claims a new record for the *longest running science-fiction TV series* with 709 episodes and 173 storylines from 1963 to the time of going to press and **Lost** claims the record for *most expensive pilot* with a budget of £6.9 million – it then went on to be ABC's most successful show ever.

From the world of music, **Arctic Monkeys** have the record for the *fastest selling UK debut album* with *Whatever People Say I Am, That's What I'm Not*, **Madonna** has the *highest earnings for a female singer* and **James Blunt** has sold *the most albums in a year* with *Back to Bedlam* (2,368,000 sold).

Other new celebrity records include **Simon Cowell** (*the highest paid TV talent show judge*), **Jamie Oliver** (*the highest paid chef*) and **Ricky Gervais** (*the most downloaded podcast*). Acclaimed children's novelist, **JK Rowling** maintains her record for the *highest annual earnings for a children's author* at an estimated \$59.1 million and **David Beckham** is the *highest earning soccer player*.

Now into its 52nd year of publishing, **Guinness World Records 2007** unveils some of the most bizarre and breathtaking records the world has ever seen. With **2,244 ALL-NEW** approved records this marks a staggering **173% increase** on last year. In the last 12 months alone, Guinness World Records received a phenomenal **65,000 claims**, a whopping **1060% increase** on last year and an average of 179 record attempts every day!

There is also an all new section within the book has been dedicated to **Guinness World Records Day** (November 9th), following its phenomenally successful launch in November 2006. GWR Day, the world's biggest international event, is held in sync with countries around the world – it celebrates the anniversary of the day Guinness World Records made history in its own right by becoming the biggest selling copyright book of all time.

From individuals and large groups, to brands, celebrities and even media, last year saw some incredible feats and tributes to human achievement. UK highlights included the world's *largest newspaper* (The Sun), and the *fastest time to drink a pint of milkshake* (Paul O Grady Show – ITV). Master-chef, **James Martin**, scooped the record for the *fastest carrot chopping* on BBC 2's Ready Steady Cook and singing sensation, **Simon Webbe**, smashed a record for the *most leap-frogs in one minute*.

Guinness World Records is the universally recognised authority on record-breaking achievement. First published in 1955, the annual Guinness World Records book is published in more than 100 countries and 23 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. Last year Guinness World Records celebrated its 50th anniversary edition (1955-2005) and the 2004 edition marked the sale of its 100 millionth copy. The Guinness World Records website (www.guinnessworldrecords.com) receives more than 11 million visitors a month.

For more information please contact: press@guinnessworldrecords.com

Celebrity Guinness World Records highlights 2007:

- Girls Aloud – Most successful female pop group formed by a TV reality show.
- McFly – Youngest double toppers (youngest group to top the UK album chart twice).
- Will Young – Biggest first UK chart week (Evergreen sold 1,108,269 in one week).
- Simon Cowell – Highest paid TV talent show judge (£18 million).
- Lee Evans – Largest audience for a comedian (10,108 in Manchester).
- Tom Jones – Oldest artist to top the UK chart.
- David Beckham – Highest earning football player (£17.4 million).
- J K Rowling – Highest earning children's author (£31.7 million).
- Ricky Gervais – Most downloaded podcast.
- Daniel Radcliffe – Fastest selling live-action DVD of all time (Harry Potter and the Goblet of Fire).
- The Arctic Monkeys – Fastest selling UK debut album.
- Westlife – Best UK chart start – initial 20 releases all reached the top five.
- Tony Christie and Peter Kay – Biggest selling download single in the UK (Is this the way to Amarillo).
- Madonna – Highest annual earnings by a female singer (£26.8 million).
- James Blunt – Highest earning chef.
- David Tennant/Billy Piper – Doctor Who is the longest running science-fiction TV series.
- Lost – Most expensive pilot (£6.9 million)
- Daniel O'Donnell – Most consistent chart artist.