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THRILLING FANTASY ADVENTURE NOVEL KICKS OFF A REAL-LIFE QUEST;

INNOVATIVE MARKETING CAMPAIGN FOR *THE CALEDON CRYSTAL* BY ANNETTE M MUSTA TAKES THE PUBLISHING WORLD BY STORM.

Novelist Annette M Musta, author of the spellbinding new novel *THE CALEDON CRYSTAL*, is behind the brilliant viral marketing campaign that is taking the publishing world by storm.

The campaign started inauspiciously enough with a 45 second video clip called "Time is running out ..." released in October on YouTube.com. The clip featured scenes from the novel set to a heart-pounding soundtrack. Hidden within the video were secret clues leading astute observers to the website, www.questforthe crystal.com.

THE CALEDON CRYSTAL is an epic fantasy adventure centered on a young wizard's quest for the Caledon Crystal – a precious jewel that holds Time encapsulated within its facets. The heroine, Emrys Aureus, must face numerous obstacles to claim the Crystal and save the world from evil.

Now everyone can join in a real-life quest for a replica of the Caledon Crystal.

According to the website, clues have been hidden within the online clips, the websites, and the book itself. "Questors", as they are called by the author, will have to decipher the clues and navigate past dead-ends and false leads to find the replicas hidden around the country.

"It will take exceptional insight and brainpower to complete the Quest successfully," the site says. "As in all true Quests, the questor must display superior abilities to prove they are worthy of the honor of claiming the treasure."

"I wanted to bring the reader inside of the excitement of a Quest," Ms. Musta explains. "Who doesn't want the chance to search for treasure?"

The Crystals are not in any location that involves digging, climbing, or trespassing. Questors are warned it is a test of their knowledge and intellect, not of their physical prowess.

The publisher expects the Quest to continue for several months as new clues are revealed.