



Product Fact Sheet

As of October 8, 2009

Overview

The Secret reveals the most powerful law in the universe. The knowledge of this law has run like a golden thread through the lives and the teachings of all the prophets, seers, sages and saviours in the world's history, and through the lives of all truly great men and women. All that they have ever accomplished or attained has been done in full accordance with this most powerful law.

Without exception, every human being has the ability to transform any weakness or suffering into strength, power, perfect peace, health, and abundance.

The Secret explains with simplicity the law that is governing all lives, and offers the knowledge of how to create—intentionally and effortlessly—a joyful life. This is *The Secret* to everything—the Secret to unlimited happiness, love, health, and prosperity.

This is *The Secret* to life.

The Secret Book



- *The Secret* was published by Atria Books/Beyond Words, an imprint of Simon & Schuster, in November of 2006 and is available for \$23.95 MSRP.
 - To date, the best-selling book has more than 16 million copies in print and has appeared at the top of national best seller lists including *USA Today*, *The New York Times* and *The Wall Street Journal*.
 - The book is now available in 38 languages.
- The book has been a best seller in every country where it has been launched.
 - The book is available in English and other languages at *The Secret Store* (www.thesecret.tv) or at retail outlets worldwide.



The Secret Audio Book (CD)



- The audio book, narrated by author Rhonda Byrne, was released by Simon & Schuster Audio on November 2006 and is available for \$29.95 MSRP.
- The audio book is one of Simon & Schuster's top selling offerings of all time with more than 1 million copies in print.
- *The Secret* audio book is currently available in English at *The Secret Store* (www.theseecret.tv) and other selected retail outlets nationwide.

The Secret Film (DVD)



- The 91-minute feature film was released on DVD in March of 2006 and is available for \$24.95 MSRP.
- The film is now available on DVD in 17 languages through *The Secret's* worldwide distributors and available in 30 languages online. Currently the DVD is available in 31 languages.
- The English version of the film is available at www.theseecret.tv or selected retail outlets.

The Secret Film (Online)



- *The Secret* film was initially released in March 2006 as a web-based, pay-per-view film purchase for \$4.95.
- This 91-minute feature length film presentation is available in full screen, high quality video direct to your computer screen.
- Viewings are available in English at www.theseecret.tv.

The Secret Soundtrack (CD)



- The full stereo soundtrack recording from the groundbreaking feature film *The Secret* is available for \$9.95.
- Available at *The Secret Store* at www.theseecret.tv.

The Secret Gratitude Book



- Rhonda Byrne wrote *The Secret Gratitude Book* to help everyone live the principles of the Secret easily and effortlessly. *The Secret Gratitude Book* is a powerful tool to live the Secret.
- *The Secret Gratitude Book* inspires readers to focus on the thoughts and feelings of gratitude. It is designed to help anyone intend and create everything they want for the future, through the simple process of gratitude and is filled with guidance and inspirational insights about the role of gratitude in our lives.
- Beautifully designed with a magnetic flap closer and a ribbon marker, *The Secret Gratitude Book* is a powerful way for anyone to transform their lives with the power of gratitude.
- *The Secret Gratitude Book* is \$19.99 MSRP. It is available at retailers nationwide and at *The Secret Store* at www.theseecret.tv.



The Secret Daily Text Messages



- Live *The Secret* everyday with daily inspirational text messages from the creator of *The Secret*, Rhonda Byrne.
- *The Secret* daily text messages are delivered directly to user's cell phone, Monday to Friday.
- Users can sign up by entering their cell phone numbers at [The Secret Store](http://www.thesecond.tv) at www.thesecond.tv and a monthly service charge of \$3.99 will be added to their regular phone bill.

The Secret presents "The Science of Getting Rich" (CD)



- "The Science of Getting Rich" audio book is the Wallace D. Wattles timeless classic that gave impetus to many of the seminal insights contained in *The Secret*.
- The book is read by Dr. Denis Waitley, one of America's most respected authors, lecturers, and consultants on high performance human achievement.
- It is available at *The Secret Store* at www.thesecond.tv for \$19.95.

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