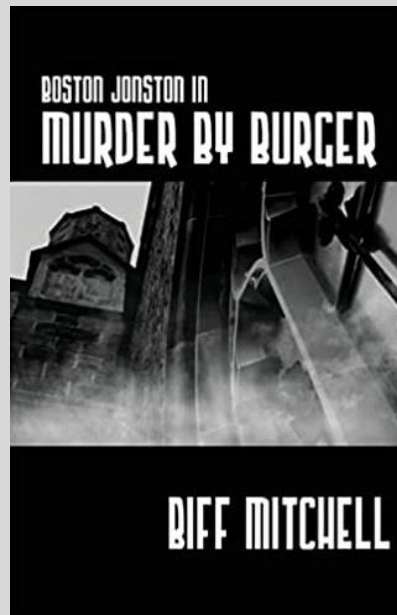


FREDERICTON, NB (PRWEB) **JULY 10, 2007**

In October, 2004 a media release at PRWeb headlined "Author Biff Mitchell is looking for someone to kill - and the victim has to bid at eBay for the honor of being done in" drew attention from radio stations, newspapers, blogs and ezines. One writer's ezine published a letter accusing Mitchell of being like "that cannibal in Germany." Just when bids on the auction climbed into the hundreds of dollars, eBay canceled the auction. But Mitchell kept running the auction until he had a winning bidder.



"Since then," said Mitchell, "I've been contacted by members of the press about the identity of the person who won the auction to be murdered in a book, but the victim requested that the identity not be revealed until the book was finished."

Three years later, "Murder by Burger," is finished and Mitchell plans to reveal the identity of the eBay murder victim this August.

"The victim was allowed to pick the method of murder," said Mitchell. "When the character in the novel modeled after the winning bidder is revealed, I'm sure people will agree that the method is appropriate."

In response to the accusation of being like the cannibal in Germany, Mitchell said, "Nobody is being harmed in real life and thousands of people are murdered in mystery books every year. This was an entertaining way to create a new character for the book, and it's the kind of thing that matches the tone and style of my books, especially this one."

According to Mitchell, "Murder by Burger," is a surrealistic satire on corporate insanity. "It's set in a city permanently enshrouded by fog because of global warming," said Mitchell. "It's the perfect location for the HQ of Barto Burger, the world's biggest fast food empire in the near future. The company makes cloned hamburgers -- the entire burger is grown in a cloning lab."

"When the company's president is found dead from eating himself to death," said Mitchell, "crime consultant Boston Johnson is brought in. A series of equally strange deaths follow, suggesting a string of murders. Boston teams up with a rubbing alcohol-swilling employee of the company to uncover a startling secret in the catacombs deep under the building, and a chilling secret behind the murders."

Mitchell plans to release the identity of the eBay murder victim on August 1. "I'll be posting an interview with the victim and excerpts from the novel in which the victim appears on my website at <https://biffmitchell.com/> said Mitchell.

"Murder by Burger" has not yet been placed with a publisher. "At the moment, I'm looking for an agent," said Mitchell, "and I think the event on August 1 may help me in that area. In any event, this whole promotion has been fun and I've been told the character upon whom the winning bidder was based is believable. This is the kind of thing I would definitely do again."