

For Immediate Release

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99% THANK YOU: Things Even ALS Can't Take Away
A Young Man Recounts Life Events That Have Helped Him Battle ALS

March, 2014 (New York, NY) – In the United States alone, approximately 5,600 people are diagnosed with ALS (Amyotrophic Lateral Sclerosis, also known as Lou Gehrig's disease or MND) a year. On a broader scale this disease—characterized by the gradual weakening and atrophying of the muscles in the entire body while bodily sensation and cognitive function remain intact—affects people throughout the world and knows no racial, ethnic or socioeconomic boundaries. *99% THANK YOU* is one young man's personal story about living with this illness.

Told through a series of short anecdotes and remembrances, author Masahiro “Hiro” Fujita (b. Nov. 30, 1979) recounts his life story, which spans Tokyo, New Jersey, Zurich and London, from birth through the present. In what Fujita describes as more of a diary as opposed to a book, he lets the reader behind the curtain, sharing moments he has had with family, friends, colleagues and acquaintances, both before and after his diagnosis with ALS in November 2010. These moments range from poignant in their simplicity—from various friends initial reactions to his diagnosis and what he would like to tell his mom; to profound interactions, including how work colleagues helped Fujita immediately following Japan's earthquake on March 11, 2011. All of these stories, told with frank honesty and, at times, heart-wrenching emotion, have shaped the way he views life, as well as the way he battles this terminal disease.

Written with the use of his eyes using an eye-tracking system, Fujita guides the reader towards a better understanding of ALS and shows them his unwavering vision for a cure.

Priced at \$14.99, *99% THANK YOU* is available in e-book format on Amazon, iTunes, Barnes & Noble's website (www.barnesandnoble.com) and eBOOK retailers beginning March 3, 2014.

Masahiro “Hiro” Fujita is a strong advocate to end ALS. You can find out more here:

<http://end-als.com>

<http://blog.honeyee.com/hfujita/>

<https://www.facebook.com/endalswithhiro>

As of March 7 2014 the e-book is available as below.

iTunes (US Only)

<https://itunes.apple.com/us/book/99-thank-you/id826515901?mt=11>

Japan

Kobo <http://store.kobobooks.com/en-us/Search?Query=99%25+thank+you>

Amazon (Kindle version)

US : amazon.com

http://www.amazon.com/99%25-Thank-You-Things-rsquo-ebook/dp/B00IJZNCEE/ref=sr_1_13?ie=UTF8&qid=1393868160&sr=8-13&keywords=museyon

Japan: amazon.co.jp

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Canada: amazon.ca

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German: amazon.de

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Italia: amazon.it

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Spain: amazon.es

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