

“Crack the Code” Kindle Campaign Wins Big— eBook makes Amazon #1 Best Seller List

[Haddon Township, NJ] — The Super Bowl weekend launch of “Crack the Code” on the Kindle platform yielded dozens of 5-star reviews just within the first few weeks. Clearly, men over 50 were loving the information that is packed into this powerful book.

On January 31st, 2020, the book was promoted through a limited-time, free offer through Amazon. The response was overwhelmingly positive, and “Crack the Code” soon broke into ‘Top Seller’ territory. Louis Bezich’ life-changing new book rocketed to both **#1 Amazon Best Seller in Men's Health** and **#1 Exercise & Fitness (in the Kindle Store)**.

In response to this success, Louis said in a recent interview, *“I genuinely hoped to make men’s lives better in writing this book. It’s great to see that it’s actually happening...I couldn’t be happier with the response!”*