



PENGUIN MAKES A GOOD START IN 2005

Penguin Sales Up 5% to £353m and Profits up 22% to £13m

London, 25 July 2005, Penguin Group today announced a solid first half thanks to strong publishing with sales and profits up on the same period last year. Sales for the first 6 months were £353m versus £341m last year and profits £13m versus £9m.

In the UK, Penguin has increased its market share in children's, fiction and non-fiction categories, with an overall increase to just under 11% from 10.2% for the same period last year. The bestseller performance has been very strong with 35 titles in the top ten (versus 34 last year) for a total of 180 weeks (versus 163 last year). Penguin also celebrated its 70th Anniversary in the period with the publication of 70 "Pocket Penguins", which have sold more than 2.5 million copies in total. Further celebrations included a focus on Penguin's unique heritage with an exhibition at the V & A Museum, the acclaimed publications of *Penguin by Design* and *Penguin Special*, a biography of Allen Lane by Jeremy Lewis and a programme of city-wide reads and live literary events around the country.

Bestsellers at Penguin in the first half included fiction by top authors Nick Hornby, Marian Keyes, Jane Green and PJ Tracey; *The Jane Austen Book Club* by Karen Joy Fowler (a Richard and Judy Book Club Selection) and the award-winning writer Marina Lewycka for her debut *A Short History of Tractors in Ukrainian*. Non-fiction hits included, Jools Oliver's *Minus Nine to One*, Jeremy Clarkson's *The World According to Clarkson*; the spoof guide book, *Bollocks to Alton Towers* and Gillian McKeith's books, *You Are What You Eat* and *You Are What you Eat Cookbook*. Puffin also have had a several bestsellers in the first six months including *Artemis Fowl: the Opal Deception* by Eoin Colfer and *Silverfin*, the first in a series of Young Bond novels by Charlie Higson, which were both number one in the children's bestseller list (BooksCan).

At DK, the antiques list with Judith Miller continues to perform well in the US and the UK, where her BBC TV tie-in, *20th Century Roadshow Collectibles Price Guide* hit the number one spot by category (BooksCan) in May. DK regained its position as the number one gardening publisher in the UK and in the health and fitness category *Food Doctor Everyday Diet* was a top ten bestseller (BooksCan). Also selling fast in both US and UK territories this spring was *Star Wars: Episode III Revenge of the Sith: Visual Dictionary*. In May, Professor Robert Winston won the Aventis Junior Prize for last year's *What Makes Me Me*. DK will be publishing the follow-up *Body* in October.

In February this year, DK Eyewitness and Rough Guides were re-organised into one travel division. In the UK, DK regained its position as the second largest travel publisher with Rough Guides third. Together these two lists account for 20% of the UK travel market and in May the two brands were brought together in a unique combined UK trade summer promotion throughout Waterstone's and Ottakar's stores.

In the US, sales of travel books have returned to pre-9/11 levels. DK's entire travel list accounts for more than 12.6% (BooksCan) of the US market for the category. Global sales at Rough Guides were up 31% by the end of June on the prior year.



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In the Pre-school area, Ladybird relaunched its bestselling *Ladybird Tales* series in May and sold more than 150,000 copies in two months. *The Incredibles* activity books featured in the bestseller lists at the start of the year and in June, early sales began for the huge new summer children's movie, *Charlie and the Chocolate Factory*. DK, Puffin and Ladybird are all publishing tie-in books and titles are already hitting the bestseller list before the film opens at the end of July.

Looking ahead to the second half, Penguin has a strong Christmas list, led by a new cook book from Jamie Oliver, *Jamie's Italy*, published to tie in with a 6-part Channel 4 series. Other big non-fiction titles include yachtswoman Ellen McArthur's account of her record-breaking around the world voyage, *Race Against Time*, Gloria Hunniford's moving memoir of her daughter Caron Keating, *Next to You* and autobiographies from Ryan Giggs and Chris Patten. In fiction, there are new novels from Zadie Smith, *On Beauty*; Jane Green, *A Perfect Match* and Jonathan Kellerman's first novel for Penguin, *Rage*. At Puffin, big titles for the season include a debut called *Percy Jackson and the Lightning Thief* by Rick Riordan which is the biggest new fiction launch since *Artemis Fowl*, and Lauren Child's first project for Puffin, *The Princess and the Pea* along with new Charlie and Lola books to tie-in with a sixteen-part BBC series for 5 – 8 year olds.

At DK, Autumn global lead titles include *The Cook's Book*, the one-stop cooking reference with top chefs from all over the world sharing their techniques; an exciting new talent in the youngest ever Master Sommelier Vincent Gasnier, author of *Drinks*; and *Furniture*, Judith Miller's ultimate reference to furniture throughout the ages. Key children's titles include *How Cool Stuff Works*, *Digicool* (a kids digital photography kit) and *The Ultimate Car Kit*.

In pre-school there is a strong programme of books from the BBC Children's list with hits predicted for *Dr Who*, *Big Cook Little Cook*, *Dick & Dom* and more *Bob the Builder* product. Warne has a high profile global launch planned for *Fairyopolis*, a Flower Fairies journal and there is a range of tie-in publishing from across the children's imprints for the new Wallace and Gromit movie, *The Curse of the Were-Rabbit*, which has its theatrical release in October.

Penguin Chairman and Chief Executive, John Makinson commented, "Penguin has made a fine start to the year, scaling the heights of the best seller lists in English language markets around the world. Our autumn publishing list guaranteed to excite and entertain readers around the world."

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