

## **PENGUIN GROUP OFF TO A STRONG START IN 2006**

### **Penguin Group Reports 2006 First Half Operating Results**

#### **Underlying Sales Up 2% and Underlying Profits Up 38%**

New York, New York, July 31, 2006...The Penguin Group, part of Pearson (FTSE: PSON; NYSE: PSO), the international media company, today reported its operating results for the first half of 2006 and has shown continued margin improvement. Underlying sales for the first six months were up 2 percent over 2005 at the mid-point and underlying profits were up 38 percent over last year's first-half performance.

John Makinson, Penguin Group Chairman and CEO, commented, "This is a very strong set of results. The growth in profits rewards our continuous emphasis on publishing efficiency, but also reflects the extraordinary creative and commercial achievements of our authors. We have achieved more bestsellers than ever before in English speaking markets around the world, while Penguin authors have taken many of the most prestigious literary prizes on both sides of the Atlantic. In this, the 60th anniversary year of Penguin Classics, we are celebrating old writing, as well as new, and extending the Penguin brand in fresh and distinctive ways. Our investment in digital technology will bring this writing to the next generation of readers and is already opening up exciting opportunities for us. We look forward to the rest of the year with confidence."

#### **Penguin U.S. Market Overview**

In what has been described by retailers as a relatively sluggish market, Penguin Group (USA) is as strong as ever. In the first half of 2006, the Group has held onto its strong position in the market and showed a slight increase in its overall market share. Brand name authors have delivered solid results and in some cases exceeded expectations. In addition, very strong sales have been reported by a number of newly created *New York Times* bestsellers, as a result of Penguin Group (USA)'s innovative publicity and marketing strategies. And the second half of 2006 is already off to a promising start.

#### **Bestseller Performance Very Strong**

Penguin Group (USA) continues to dominate national bestseller lists in 2006. The Group has shown both its front and backlist strength in the market, outperforming last year's record. Our overall *New York Times* bestseller numbers are up over last year and our books spent 100 more weeks on *The New York Times* bestseller list than in 2005 at the half-year point. Putnam is on track to remain the industry-leading publisher of more *New York Times* hardcover bestsellers than any other imprint.

Penguin Group (USA) had 85 titles on *The New York Times* bestseller list for the first half of 2006: 41 adult hardcover, 30 adult paperback and 14 young readers. This puts Penguin Group (USA) five titles ahead of last year's overall pace (85 vs. 80) – up six

## **Penguin Group Reports 2006 First Half Operating Results – page 2**

hardcover titles (41 vs. 35) and up one paperback title (30 vs. 29). Of these 2006 first-half *New York Times* bestsellers, 66 percent are fiction titles vs. 34 percent nonfiction titles. This represents a slight upward trend toward nonfiction; last year, at the mid-year point, our *New York Times* bestsellers were 72 percent fiction and 28 percent nonfiction.

In the first half of 2006, Penguin Group (USA) books were on *The New York Times* Bestseller List for an impressive 443 weeks – up 100 weeks over the half-year 2005 total of 343 weeks (an increase of 22 percent): Hardcover: 174 weeks vs. 138 weeks; Paperback: 176 weeks vs. 135 weeks; Young Readers: 93 weeks vs. 70 weeks.

Penguin Group (USA) had eight #1 *New York Times* bestsellers by the mid-year point, three ahead of last year's half-year total of five. For the week of January 22, 2006, Penguin Group (USA) owned the #1 *New York Times* hardcover bestsellers slots for both fiction and nonfiction.

The Penguin Young Readers Group has had four titles or more on *The New York Times* bestseller list for each of 19 weeks so far in 2006 – 14 straight weeks and counting, year-to-date. At the half-year point, Penguin Young Readers books had spent a combined 93 weeks on *The New York Times* bestseller list (vs. 70 weeks at last year's mid-point), close to a 24 percent increase, year-over-year. Young Readers achieved three #1 *New York Times* bestsellers by the half-year mark (compared to zero #1s at this point last year) – *Heat* by Mike Lupica (Philomel), *Fairyopolis* by Cicely Mary Barker (Warne) and *Ark Angel (Alex Rider Adventures)* by Anthony Horowitz (Philomel) – among its 14 overall first-half *New York Times* bestsellers.

Nearly 50 percent of the titles on *The New York Times* hardcover fiction list were Penguin Group (USA) books (seven of 15) for the week of February 12, 2006, then again for the week February 26, 2006. Penguin Group (USA) held an impressive 16 out of the 60 possible slots on the overall lists – a 26.5% share – twice so far in 2006, for the weeks of May 21<sup>st</sup> and June 4<sup>th</sup>.

Penguin Group (USA) dominated the June 8<sup>th</sup> Book Sense Bestseller list, with 15 of the 40 titles (38 percent) on the adult paperback lists. No other imprint in the industry had more titles on the combined Book Sense adult bestseller lists than Penguin Books, with a total of seven.

### **Penguin Group (USA) Wins Prestigious Awards**

Penguin Group's impressive legacy of publishing books acclaimed with prestigious awards continued on both sides of the Atlantic in the first half of 2006. For the second consecutive year, a Penguin Group (USA) book won a Pulitzer Prize. And the Group published this year's winner of the Orange Prize for Fiction in both the UK and US.

*March* by Geraldine Brooks (Viking/Penguin) won the 2006 Pulitzer Prize for fiction. (Last year, Steve Coll's *Ghost Wars* (The Penguin Press/Penguin) won the 2005 Pulitzer Prize for general nonfiction.) *On Beauty* by Zadie Smith (The Penguin Press, also

## **Penguin Group Reports 2006 First Half Operating Results – page 3**

published by Penguin UK) won the 2006 Orange Prize for Fiction. *Them: A Memoir of Parents* by Francine du Plessix Gray (The Penguin Press/Penguin) won the National Book Critics Circle Award in the autobiography category. This is the second consecutive year that Penguin Group (USA) has won a National Book Critics Circle Award.

In Young Readers, *Show Way*, written by Jacqueline Woodson and illustrated by Hudson Talbott, won a Newbery Honor Book for outstanding contribution to children's literature. Woodson was also a winner of the Margaret A. Edwards Award, which is given for lifetime achievement in writing for young adults. *Looking for Alaska* by John Green won the Michael L. Printz Award for excellence in literature for young adults. *John Lennon: All I Want Is the Truth* (Viking) by Elizabeth Partridge was named a Michael L. Printz Honor Book.

### **Innovative Publicity and Marketing Strategies Drive Phenomenal Bestseller Success in Both Fiction and Nonfiction**

Many of the titles among Penguin Group (USA)'s impressive series of *New York Times* bestsellers during the first half of 2006 reached tremendous levels of success as a result of innovative publicity campaigns (with great media placements) and marketing programs.

*The Memory Keeper's Daughter* by Kim Edwards (Penguin) went on sale May 30<sup>th</sup> with an initial shipment of 83,000. In the next 24 days, the book tripled its initial and has gone back to press 12 times, with more than 750,000 copies shipped to date and the book is #1 on *The New York Times* paperback fiction bestseller list for the week of August 6th. Strong word-of-mouth, hand-selling by Penguin sales representatives and well-timed publicity placements (including a major *New York Times* feature) have contributed to this title's amazing current run, as the book is being adopted by neighborhood book clubs all across the U.S.

*Don't Make a Black Woman Take Off Her Earrings* by Tyler Perry (Riverhead) debuted at #1 on *The New York Times* hardcover nonfiction list, and has been on *The New York Times* list for 12 weeks, to date. The ground-breaking and immensely popular American playwright, director, producer and performer, has conquered the literary world after achieving #1 movies (*Diary of a Mad Black Woman* and *Madea's Family Reunion*), multi-million selling DVDs, and sold-out national stage tours. This title went back to press three times during its first week on sale, now with more than 370,000 in print (through ten printings). A phenomenal publicity and marketing campaign – including standing room only appearances and prime coverage in such publications as *The Wall Street Journal* – kicked into gear when Tyler Perry's book went on sale and started flying out of bookstores while reaching #1 on Amazon's sales rankings and topping *The New York Times* bestseller list.

*The Last Templar* by Raymond Khoury (Dutton), a mix of modern-day suspense and historical intrigue, was on *The New York Times* hardcover fiction bestseller list for 12 weeks, reaching as high as #4. Timing was key in the campaign for this book. Dutton

## **Penguin Group Reports 2006 First Half Operating Results – page 4**

saw a window in January and was able to move this book up to help ride the wave of “Templar-mania” and beat out a number of books in the pipeline from other publishers. Dutton marketed the book aggressively in stores. The drop-dead cover helped generate sales from front-of-store displays. Major advertising was everywhere and major publicity hits, including *USA Today*, rounded out the campaign. It was previously a #1 bestseller in Europe and is now published in over 30 countries and 28 languages.

There are a number of other Penguin Group (USA) books that have achieved outstanding bestseller numbers so far in 2006 as a result of well-planned and executed publicity and marketing campaigns, including: *Collapse* by Jared Diamond (Penguin), a *New York Times* hardcover nonfiction bestseller list for 33 weeks in 2005, has been a *New York Times* paperback fiction bestseller for 24 weeks so far in 2006; *Game of Shadows* by Mark Fainaru-Wada and Lance Williams (Gotham) sparked a media firestorm (including page one coverage in *The New York Times*, *USA Today*, *Sports Illustrated* and numerous other publications), prompted major league baseball to legislate new drug testing programs and was on *The New York Times* bestseller list for five weeks, hitting #2; *American Theocracy* by Kevin Phillips (Viking), America’s premier political analyst, was on *The New York Times* hardcover nonfiction bestseller list for eight weeks, reaching as high as #2; *Confessions of An Economic Hit Man* by John Perkins (Plume) has been on *The New York Times* bestseller list for 22 weeks; *Labyrinth* (Putnam) marked Kate Mosse’s U.S. debut and was on *The New York Times* bestseller hardcover fiction list for four weeks; *The Omnivore’s Dilemma* by Michael Pollan (The Penguin Press), has been on *The New York Times* hardcover nonfiction bestseller list for six weeks and Pollan’s recent online debate with John Mackey, founder and CEO of the supermarket chain, Whole Foods, resulted in a promise from Mackey that Whole Foods would reach out more to local farmers and a pledge to commit \$10 million for small loans to local farmers.

### **Penguin Group (USA) Leading the Industry in New Paranormal Category**

Penguin Group (USA) helped to create and is now leading the industry in the hot, new paranormal category. Leslie Gelbman, President of Berkley Publishing Group, said, “There’s no doubt that the Berkley/NAL paperback group is the leader in the paranormal fiction area. We publish most of the bestselling names in the business – even Nora Roberts’ new paperback trilogy features vampires! I knew there was an audience for this ‘otherworldly’ fiction when the popularity of Laurell K. Hamilton’s Anita Blake Vampire Hunter series began to skyrocket. We actively began to seek out more novels featuring vampires, werewolves, demons, etc., and not just in general fiction, but in sub-categories as well. We publish dark paranormal urban fantasy and paranormal romances in historical and contemporary settings. We have demon-hunting suburban mom series, witty and humorous paranormal chick-lit novels and books featuring teenagers who change into ‘otherworldly creatures.’ We are publishing books in mass market, trade paperback, premium and hardcover formats. Some are very sexy, some are hilariously funny some are mysteries filled with adventure and suspense; most importantly, they all provide pure entertainment to readers of all ages and it looks as though this genre will be around for awhile.”

Penguin Group (USA)'s *New York Times* bestselling authors include Laurell K. Hamilton (Berkley discovered Hamilton, with 14 books in the Anita Blake Vampire series published by Berkley to date), Charlaine Harris (also discovered by Berkley, with eight books in Harris' "Southern Vampire" series published by Penguin to date), and Christine Feehan (with eight books published by Berkley to date). Year-to-date in 2006: Laurell K. Hamilton's *Micah* (Jove) hit #1 on *The New York Times* paperback fiction bestseller list (two weeks overall) and Hamilton's *Danse Macabre* (Berkley Hardcover) debuted at #2 on *The New York Times* hardcover fiction bestseller list (for the week of July 16). Charlaine Harris' *Definitely Dead* (Ace Hardcover) hit #8 on *The New York Times* hardcover fiction list (three weeks overall), and television producer/director/writer Alan Ball, creator of the award-winning HBO series, *Six Feet Under*, is filming a TV series pilot based on Harris' "Southern Vampire" series. Christine Feehan's *Dark Demon* (Jove) hit #2 on *The New York Times* paperback fiction list (three weeks overall), with Feehan's *Dark Celebration: A Carparhian Reunion* (Berkley) coming in September. MaryJanice Davidson's *Undead and Unpopular* (Berkley), a *USA Today* bestseller, published in June 2006, is part of her popular "Undead" paranormal series, with Penguin Group (USA) publishing seven titles, and nearly 1 million copies in-print to date.

According to a Romance Writers of America report, nearly 20 percent of all romance novels sold in the US in 2005 had paranormal story lines, as opposed to 14 percent in 2004. Borders reports that sales of "paranormal romance" titles are up 30 percent over the past two years.

### **Penguin Group (USA) Imprints Reach New Levels of Success**

For the first half of the year, Penguin Group (USA) had impressive growth among many of its core imprints.

#### **Viking**

Viking is on a record-setting pace for *New York Times* bestsellers, with eight bestsellers so far in 2006, up three books over the mid-year point in 2005 and already surpassing its full-year 2005 total of five. These titles include *Mayflower* by Nathaniel Philbrick; *American Theocracy* by Kevin Phillips; *Eat, Pray, Love* by Elizabeth Gilbert; *The Old Wine Shades* by Martha Grimes; *Self-Made Man* by Norah Vincent, *What Jesus Meant* by Garry Wills; and *Three Cups of Tea* by Greg Mortenson and David Oliver Relin. Viking also had a book featured on the cover of *The New York Times Book Review* three times in the first three months of 2006: *Self-Made Man*; *Eat, Pray, Love*; and *American Theocracy*.

#### **Putnam**

Putnam is on track to remain the industry-leading publisher of hardcover bestsellers – a position the imprint has held for more than 15 consecutive years – with 17 hardcover *New York Times* bestsellers in the first half of 2006. Putnam had 15 hardcover *New York*

## **Penguin Group Reports 2006 First Half Operating Results – page 6**

*Times* bestsellers at the mid-point in 2005. Putnam has held five of the 15 slots on *The New York Times* hardcover fiction list (33.3%) twice so far in 2006 (the week of January 29<sup>th</sup> and the week of February 12<sup>th</sup>).

In the first half of 2006, four Putnam authors achieved personal bests: W.E.B. Griffin had his first #1 *New York Times* bestseller with *The Hostage*; John Sandford's *Dead Watch* debut at #2 was the author's highest *New York Times* bestseller ranking for a non-*Prey* series novel; Stuart Wood's *Dark Harbor* debut at #2 on *The New York Times* hardcover fiction list was the highest entry for his Stone Barrington series; and the debut of *Blue Screen* by Robert B. Parker at #6 on *The New York Times* hardcover fiction bestseller list for the week of July 2<sup>nd</sup> represented the highest ranking on *The New York Times* list for one of Parker's "Sunny Randall" series novels.

### **Dutton**

One out of every three titles published by Dutton in the first half of 2006 were *New York Times* bestsellers. Dutton's eight bestsellers to date in 2006 is three titles more than the imprint achieved at the half year point in 2005, and one more than it achieved all of last year. Dutton's first half 2006 *New York Times* bestsellers included titles by Harlan Coben, Raymond Khoury, Eric Jerome Dickey, Stephen White, John Lescroart and Greg Palast.

### **Penguin**

In 2006, the 60<sup>th</sup> Anniversary of Penguin Classics, with seven *New York Times* bestsellers year-to-date, Penguin Books has already exceeded last year's full-year total of five. Among the bestsellers are titles from Sue Monk Kidd, Jared Diamond, Ruth Reichl, Kim Edwards, Koren Zailckas and John M. Barry.

### **Jove**

With nine *New York Times* bestsellers at the half-year mark, Jove is ahead of last year's pace by one, led by new books from Nora Roberts (J. D. Robb), W.E.B. Griffin, Laurell K. Hamilton, Christine Feehan, Steve Martini and Amanda Quick.

### **Extending the Penguin Brand: Penguin Classics Marks 60<sup>th</sup> Anniversary with Partnership with the National Basketball Association and New Graphic Classics**

A partnership with the National Basketball Association and the NBA Cares "Read to Achieve" Literacy Initiative spawned a national literacy campaign entitled "Aim High, Live Classic." This unique relationship has presented a new opportunity to reach new audiences for both Penguin Classics and the NBA.

Kathryn Court, President and Publisher, Penguin Books, says, "The NBA understands the great influence it wields and the chance it has to make a difference, encouraging kids of all ages to develop a life long love of reading. Some of the game's biggest stars have

overcome adversity, struggled, and in the end prevailed to achieve success. For Penguin Classics to be able to use some of these high profile athletes in connection with some of the major themes of great literature makes the connection that reading the classics is very relevant to today's struggles.”

Two of the key book and basketball player pairings are Dwyane Wade of the 2006 NBA champion Miami Heat, reading *Pride and Prejudice* by Jane Austen and NBA legend Magic Johnson reading *Narrative Of My Life As A Slave* by Frederick Douglass.

The “Aim High, Live Classic” campaign resulted in major national news coverage for the house, including national hits in *USA Today* as well as the online editions of *The New York Times* and *The Wall Street Journal*. There have also been successful events in Philadelphia, Atlanta, Miami, Oakland and New Jersey, with upcoming events in Indianapolis, Seattle, and Dallas, among other cities. For the latest news about this Penguin/NBA partnership, visit <http://us.penguinclassics.com/static/html/nba/index.html>

The Penguin Graphic Deluxe Classics sub-series was launched with six titles, including Voltaire's *Candide*, featuring a striking illustration by Chris Ware, and *The Portable Dorothy Parker*, edited by Marion Meade (this title is one of the all-time best-selling Penguin Classics Portables), with cover by Seth, plus new Penguin Graphic Classics editions of *Fairy Tales* by Hans Christian Anderson, *Cold Comfort Farm* by Stella Gibbons, *The Jungle* by Upton Sinclair, and *The New York Trilogy* by Paul Auster. Six more Graphic Classics deluxe editions are coming this fall (October 31<sup>st</sup> on sale date), including four books being published as Penguin Classics for the first time. This new sub-series won an American Institute of Graphic Arts award.

With Penguin Classics sales year-to-date up nearly 25 percent, we have achieved our goal of extending the Penguin brand and introducing our titles to new readers, building on our tremendous heritage and generating national media attention for our 1,300 title Penguin Classics line.

### **Penguin Premium Editions Increase Popularity of New Mass Market Format**

The company's investments in new mass market paperback publishing formats have paid off. Penguin Group (USA)'s Premium editions publishing program achieved six percent growth in revenue in the first half of 2006. Launched in 2005, the Premium editions have taken off in the consumer marketplace with an up-market paperback format that offers the reader hardcover and trade production values – higher quality paper, more white space both in the margins and between the lines of text, and a larger font size throughout; specially designed for a more comfortable reading experience – at a paperback price (\$9.99) [Standard mass market editions retail for \$7.99]. All of the six Penguin Premium titles released in 2005 were *New York Times* bestsellers.

Sales of the Premium editions continue to climb in 2006, with unit sales up at the half-year point. Individual titles published in the Premium format so far this year continue to hit *The New York Times* bestseller list (five to date) and are out-performing previous mass

## **Penguin Group Reports 2006 First Half Operating Results – page 8**

market non-premium editions. Harlan Coben's *The Innocent* is up 4 percent vs. *Just One Look*; Christine Feehan's *Dark Demon* is up 36 percent vs. *Dark Secret*; John Sandford's *Broken Prey* is up 22 percent vs. *Hidden Prey*; Stuart Woods' *Iron Orchid* is up 4 percent vs. *Blood Orchid*.

Leslie Gelbman, President, Berkley Publishing Group, and Norman Lidofsky, President, Paperback Sales: "We feel the Premium editions have been very successful and many accounts have accepted them as a new format at the \$9.99 price point."

Sixteen new Penguin Premium editions are being published in 2006, including titles in the second half from such *New York Times* bestselling authors as Patricia Cornwell, Terry McMillan, Stuart Woods and Robin Cook.

### **Penguin Launches New Christian Publishing Program: Putnam Praise**

In April of this year, Penguin Group (USA) launched an innovative new Christian publishing program, Putnam Praise, publishing books by top-tier Christian authors through multiple Penguin Group (USA) imprints into both the Christian Booksellers Association (CBA) and American Booksellers Association (ABA) markets – maximizing the success of these titles in each market. Putnam Praise's inaugural list features *New York Times* bestselling authors Tim LaHaye & Jerry Jenkins and Bishop T.D. Jakes, and includes other major Christian authors such as Reverend Don Piper (Berkley Praise), Gloria Copeland, Dr. Jamal Bryant, Pastor Ed Young, Jr. (Berkley Praise) and Pastor Casey Treat (Berkley Praise).

The #1 *New York Times* bestselling team of Tim LaHaye and Jerry Jenkins, whose *Left Behind* books have sold more than 62 million copies, are launching a new series, The Jesus Chronicles, through Putnam Praise. The series of four books that paint a vivid portrait of Jesus Christ as told by the four Gospel writers: Matthew, Mark, Luke and John. Their first book, *John's Story: The Last Eyewitness*, will be published by Putnam Praise in November 2006

### **Caliber Military Line Off to a Strong Start**

Berkley and NAL launched a new military line called Caliber last year, and achieved its first *New York Times* bestseller in March 2006 with *Beyond Band of Brothers* by Dick Winters – which has now been on *The New York Times* hardcover nonfiction bestseller list for six weeks. First printing: 45,000. Current in-print: 170,000 (9 printings).

NAL published another Caliber title, *Chasing Ghosts* by Paul Rieckhoff, which has done extremely well. And in Fall 2006, Caliber will be publishing a book called *On Call in Hell* by Richard Jadick, a doctor who served in the Iraq war and who received the Medal of Honor for his service. Jadick was on the cover of *Newsweek* earlier this year.

Caliber, publishing 18 new titles in 2006, is dedicated to bringing readers the best and most diverse titles in military nonfiction. From stories of today's cutting-edge military to

the courageous and honorable history of fighting men and women on the front lines, Caliber is positioned as the primary source for today's military reader.

### **Penguin Digital and Audio Performance Continues to Grow**

Penguin Group continues to actively address and effectively harness new technology and reach new generations of readers. The company continues to embrace online technology and the benefits it offers. Penguin Online sales are up 42% over last year at this point and e-book sales are up 17% over last year at this point. "Monthly unique visitors" to Penguin Group (USA)'s site are running between 200,000 to 250,000 per month. Monthly unique returning visitors are running around 16,000 per month, up 1% since December 2005.

Penguin Online began its podcasting initiative in March 2006, with new Penguin Podcasts launched weekly each Tuesday, featuring such Penguin Group (USA) authors as T.C. Boyle, John Dean, Barry Eisler, Greg Palast, John Hodgman, and George Saunders, among others. Listeners can download each podcast from the Penguin Group (USA) website (<http://us.penguin.com/static/html/podcast/index.html>), subscribe via iTunes, or add the Penguin Podcast feed to their RSS reader to have new episodes automatically delivered.

Penguin Group (USA)'s imprints have also integrated online strategies into a number of marketing campaigns. Here are some examples: Viking has conducted author podcasts, with "Flights of Fiction" book excerpts and author interviews, and also worked with many authors on their website content, including *New York Times* bestselling authors Jan Karon, Nathaniel Philbrick, Kevin Phillips and Norah Vincent. Gotham Books created an online educational companion to Lynne Truss' phenomenal bestseller *Eats, Shoots & Leaves* to assist teachers in bringing the book to classrooms. Putnam developed a special site for Kate Mosse's *Labyrinth*, driving traffic there with *New York Times* e-mail blasts, which yielded tremendous spikes in traffic and online sales of the book. NAL partnered with USA Network to promote the original *Monk* mysteries based on the highly rated *Monk* television series. Increased sales of the second title in the *Monk* series can be directly attributed to the Penguin Group (USA) online promotions.

Also, in our Penguin Audio division, we have started the year very strong. Penguin Audio sales are up 11 percent ahead of last year at the half year point. Our titles downloaded via Audible.com are up 65 percent vs. last year. Nathaniel Philbrick's *Mayflower* and Patricia Cornwell's *At Risk* were Penguin Audio's biggest sellers in the first half of 2006.

### **Looking Ahead**

Penguin Group (USA) is off to a strong start in the second half of 2006. #1 *New York Times*-bestselling author Nora Roberts' new book, *Angels Fall* (Putnam), debuted at #1 on *The New York Times* hardcover fiction bestseller list for the week of July 30<sup>th</sup> and is trending ahead of her 2005 *New York Times* hardcover bestseller, *Blue Smoke*. The

extraordinary momentum keeps rolling with *The Memory Keeper's Daughter* by Kim Edwards (Penguin), a #1 *New York Times* bestseller for the week of August 6<sup>th</sup>, the #1 selling book at Barnes & Noble for three weeks running and has shipped more than 750,000 copies to date after an initial shipment of 83,000 in late May. John Dean, bestselling author of *Worse Than Watergate* and legal counsel to the Nixon administration during the Watergate scandal, debuted at #2 on *The New York Times* hardcover nonfiction bestseller list with *Conservatives Without Conscience* (Viking). Tom Ricks' *Fiasco* (The Penguin Press), his searing analysis of the insurgency in Iraq, went on sale on July 25th and immediately became the #1 bestselling book on Amazon.com. Daniel Silva's *The Messenger* (Putnam), also published on July 25th, is the ninth novel featuring undercover agent/art restorer Gabriel Allon, and quickly hit the top rankings on both Amazon and Barnes & Noble's online bestseller lists. In its first week of sales, *The Messenger* is tracking ahead of Silva's last book *Prince of Fire*. Each of these books is generating an extraordinary amount of national media attention for the Group.

Penguin Group (USA)'s impressive fall schedule features an exciting selection of titles, including, in fiction, *Against the Day*, a new novel by Thomas Pynchon; *Treasure of Khan: A Dirk Pitt Novel* by Clive Cussler and Dirk Cussler; *The Aeneid*, Virgil, translated by Robert Fagles; and *The Shepherd, The Angel, and Walter the Christmas Miracle Dog* by Dave Barry; in nonfiction, *The Greatest Story Ever Sold* by Frank Rich; *Tough Choices* by Carly Fiorina; and *Lessons In Becoming Myself* by Ellen Burstyn; from Penguin Young Readers Group, *Miracle on 49<sup>th</sup> Street* by Mike Lupica; and *A Princess Primer: A Fairy Godmother's Guide to Being a Princess*, written by Stephanie True Peters, illustrated by Bernhard Oberdieck and Denis Gordeev.

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