



Penguin Picks Up Two Nibbies!

London, 11th May, 2006 On Tuesday evening at the glamorous British Book Trade Awards dinner in Bournemouth Penguin celebrated as it was awarded not one but two prestigious Nibbies. Penguin scooped both the Guardian Sales and Marketing Campaign of the Year and the Nielson BookData Award for Innovation in the book business.

The Guardian Sales and Marketing Campaign of the Year was awarded to Joanna Prior, Penguin Publicity and Marketing Director, and Rob Williams, Creative Director, for the Penguin 70th birthday campaign. Penguin author Amanda Brookfield presented the award to Joanna and Rob.

The campaign included an innovative publishing programme (led by the Pocket Penguins), complemented by a series of imaginative events, POS, a unique website, targeted advertising and a seemingly endless stream of great publicity. Penguin saw off stiff competition from, among others, campaigns for Sharon Osbourne, Labyrinth, Jodi Picoult, and WH Smith.

The Nielson BookData Award for innovation in the book business was announced moments later to make the second Penguin win of the evening. Jeremy Ettinghausen, Head of Audio Publishing, collected the award for his Penguin Podcast and Penguin Remixed. These were the two exciting digital initiatives from Penguin Audio in 2005 designed to broaden the appeal of Penguin's audiobooks, authors and brand to the iPod generation. Penguin again saw off stiff competition from Quick Reads, Reading Partners and Lovereading.co.uk.

Helen Fraser, Penguin Managing Director, said 'These awards were hugely deserved and everyone at Penguin is delighted! We were the only major publisher to carry off two awards - so many congratulations to Joanna, Rob and Jeremy.'

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