



PENGUIN LAUNCHES EBOOK TASTERS

London, 03 September 2008 ... Penguin announced today the launch of Penguin ebook Tasters to coincide with the launch of the new Sony Reader, on sale from tomorrow at Waterstones and Sony retailers across the UK.

Penguin ebook Tasters follow on the success of Penguin Tasters, which offer the first chapters of new novels free for download at www.penguin.co.uk. Like Penguin Tasters, ebook Tasters allow readers to sample the opening chapter of top Penguin titles for free. A range of books is available from the Penguin website, including the top-ten bestseller *Things I Want My Daughter to Know* by Elizabeth Noble. Other titles include the acclaimed *God's Own Country* by debut author Ross Raisin, the classic title *The Way We Live Now* by Anthony Trollope, Frank Portman's teenage novel *King Dork*, David Crystal's *The Story of the English* and the thriller *King of Swords* by Nick Stone.

Penguin ebook Tasters allow consumers to browse the full prologues (where applicable) and the entire opening chapter, giving readers the opportunity to sample the product before deciding to buy it.

Penguin was the first UK publisher to launch an online ebook store in 2001. The store's relaunch, scheduled for 24 September 2008, will feature a vast selection of non-illustrated Penguin titles. Before 24 September, readers can purchase Penguin ebooks direct from www.Waterstones.com. Penguin has supplied over 600 titles to Waterstone's ebook store, more than any other UK publisher. This selection includes key books from Penguin's current list, including *Devil May Care* by Sebastian Faulks, *Gangs* by Ross Kemp and *Silks* by Dick and Felix Francis. Some of the most beloved Penguin Classics will also be available, including *Anna Karenina* by Leo Tolstoy, Charles Dickens's *Bleak House*, *Lust, Caution* by Eileen Chang and Jane Austen's *Pride and Prejudice* and *Sense and Sensibility*. New autumn highlights will also be published simultaneously in print and ebook format, including *The Believers*, Zoë Heller's highly anticipated follow-up to *Notes on a Scandal*, *The Lost Throne* by Chris Kuzneski and Malcolm Gladwell's *Outliers*.

Penguin Digital Publisher, Jeremy Ettinghausen said, 'It's thrilling to see so much enthusiastic activity around ebooks, seven years after their first incarnation. Our job as publishers is to make authors' work as widely available as possible – ebooks give readers greater choice as to how, where and when they buy and read books, which can only be a good thing.'

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