



PENGUIN ANNOUNCES PARTNERSHIP WITH THE WOODLAND TRUST

London, 5th June 2006: On World Environment Day, Penguin announces that Penguin Woodland is to be planted in partnership with the Woodland Trust.

Penguin is planning to create a natural woodland resource of around 30 acres somewhere in the UK. Penguin will fund this project over the next five years and expects to plant approximately 20,000 trees. In addition to replacing natural resources and creating an environment for people to enjoy, the woodland will also home wildlife, reduce pollution, generate oxygen, store carbon, help to stabilise the soil, and provide renewable raw materials and shelter. The Woodland Trust is the UK's leading conservation charity dedicated to the protection of our native woodland heritage.

In addition, Penguin has marked World Environment Day with promises of further green initiatives:

Paper Procurement:

In terms of its paper consumption, Penguin, as part of Pearson, was the first major publishing company to sign up as a member of the WWF UK Forest and Trade Network and adopt a paper purchasing policy committing to forest-friendly solutions such as recycled paper and the Forest Stewardship Council system of certification which promotes responsible management of the world's forests. By the end of 2006 all Penguin UK hardback monochrome and trade paperback titles will be printed on Forest Stewardship Council certified paper which guarantees that the paper comes from environmentally and socially responsible sources.

Carbon Emissions:

As the UK's leading travel publisher, Penguin understands that air travel is the fastest growing contributor to climate change. Rough Guides are leading the industry in encouraging people to give thought to how often they fly and consider making any flights "climate neutral". As from today, Penguin is offsetting the carbon emissions from any business flights taken by its employees.

Green Publishing:

This Autumn the Group will publish three green titles tackling the issues around climate change:

- Dorling Kindersley will publish ***Rainforest***, a spectacular photographic portrait by photographer Thomas Marent. Working closely with the Rainforest Foundation, DK has sourced paper that has come from 100% sustainable European forests, avoiding any harm to the rainforest.
- In ***Heat, How to Stop the Planet Burning***, George Monbiot, one of Britain's foremost political and environmental thinkers and activists, analyses the possibilities and pitfalls of energy efficiency, nuclear power and renewable resources. Radical,



pragmatic and totally surprising, this book shows that there are real political possibilities to save our planet.

- ***The Rough Guide to Climate Change*** will be a comprehensive guide to the issues surrounding global warming.

Penguin Eco-Group:

Last month Penguin formed an Eco-Group comprising 20 volunteers from across the business. This group meets regularly to discuss Penguin/Pearson's environmental agenda, and raise awareness of green issues at Penguin's headquarters at 80 Strand. The group is looking at recycling, reducing office energy consumption, encouraging green transport methods, the introduction of organic canteen food and green charitable activities for staff to participate in.

Penguin Chairman and CEO, John Makinson, said: "Today seems the appropriate moment to announce a series of initiatives designed to give Penguin in the UK a greener hue. The protection of the environment is an issue of enormous concern and importance within Penguin and there is a particular desire to put back, one way or another, some of the trees we take out in the manufacture of our books. We're proud to be working with the Woodland Trust to deepen further our commitment to tackling climate change and other environmental issues."

- Ends -

For more information please contact: Joanna Prior on 020 7010 3250 or at Joanna.prior@uk.penguin.com.