



1,500 PENGUIN EBOOKS READY FOR SEPTEMBER LAUNCH OF SONY READER IN THE UK

London, 24 July 2008, Penguin announced today that it would have 1,500 of its best-selling titles available in epub format along with all new publishing in time for the arrival of the Sony Reader in September. By the end of 2008, this number will increase to more than 2,500 titles from across the Penguin Group.

For the UK launch, Penguin's best-selling titles will be available in epub, including current top ten titles *Devil May Care* by Sebastian Faulks, *Gypsy* by Lesley Pearse, *The Beach House* by Jane Green, *Sniper One* by Dan Mills and the backlist of Penguin's top authors such as Marian Keyes and Nick Hornby. Penguin's most popular classics will also be available, including books by Jane Austen and Charles Dickens, complete with introductions and easy to reference footnotes. The September ebook publications include Zoe Heller's eagerly awaited novel, *The Believers*; *Silks* by Dick and Felix Francis and *The Age of Turbulence* by Alan Greenspan.

Penguin has worked closely with colleagues in the United States, where ebook sales have been growing fast. Penguin Group USA's net ebook sales from the first four months of this year surpassed the company's sales for all of 2007. Their bestselling ebooks from this year include *A New Earth* by Eckhart Tolle, *A Thousand Splendid Suns* by Khaled Hosseini and *World Without End* by Ken Follett – all books that have been bestsellers in their physical formats as well.

Dorling Kindersley (DK) will have 1,000 titles available as ebooks by the end of 2008, with most new titles from September coming in ebook format simultaneously. DK's highly illustrated reference books are best suited to the PDF format which is readable on all desk and laptop computers. Rough Guides' less highly illustrated travel and reference titles are already available in the US on the Reader and will be available in all markets.

DK's COO, Andrew Phillips, said, "We are very excited by the opportunity that digital content delivery offers us and have already had considerable success on a range of platforms including web, mobile handsets and TV. We look forward to the development of ebooks as a great way of making DK's reference accessible in another format."

Penguin Digital Director, Genevieve Shore said, "We are delighted to have a date for the launch of the Sony Reader here in the UK. We know from our experience in the United States, that there is a consumer appetite for ebooks once an appealing device is available. We have a fantastic range of titles available from day one and we will continue to expand the availability of our back catalogue in digital form."

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Notes to Editors:

Penguin Digital Director, Genevieve Shore, is available for interview or comment.