



PENGUIN ANNOUNCES SIMULTANEOUS E-BOOK PUBLICATION

London, 11 April, 2008. Penguin announced today that it will start to publish its new titles simultaneously in eBook format from September 2008. Titles from across the group, including Penguin, DK and Travel, will be available from the company's websites in E-pub format as well as from digital retailers. The eBook price will be the same as the available print edition. This announcement coincides with a major project to ready the 5,000 title Penguin backlist for eBook publication during 2008 and 2009 and demonstrates Penguin's leadership in digital enterprises.

Among the first books to be available in eBook will be *The Believers*, Zoë Heller's follow up to *Notes On a Scandal* and one of the autumn's most highly anticipated novels. The top-ten bestseller *Things I Want My Daughter to Know* by Elizabeth Noble will also be included as the book comes out in paperback, as will Alan Greenspan's massively popular *The Age of Turbulence*, also out in paperback in September. Penguin Classics will publish new editions of *The Three Musketeers* by Alexandre Dumas and Alexander Pushkin's *Eugene Onegin*. Rough Guides titles include *The Rough Guide to Ultimate Adventures* and *The Rough Guide to New Zealand*, and from DK, *Battle at Sea* and *India*.

Penguin Digital Director, Genevieve Shore said, "We are very excited by the opportunities our digital publishing programme is presenting. The simultaneous publication of our physical and e-editions is an important step. We have seen in other markets that the digital bestsellers are the same books making it to the top of the bestseller lists and we know our readers expect both editions to be available at the same time."

- Ends -

For further information please contact:

Joanna Prior on 020 7010 3250 or 07770 380 557

Joanna.prior@uk.penguin.com