



15th September, 2011 – for immediate release

FROM THE DIGITAL TO THE COLLECTABLE – PENGUIN'S CHILDREN'S DIVISION UNVEILS A RAFT OF BRAND NEW PRODUCTS

Penguin Children's - the UK's number one children's publisher - today announces a number of innovative digital products based on some of the world's most popular characters and brands, plus an entirely new list dedicated to publishing beautiful, collectable editions of children's books.

Readers the world over have enjoyed Beatrix Potter's much-loved and timeless classic **The Tale of Peter Rabbit** and today Penguin announces that it will be available for the first time in an inventive and interactive app from original publisher Warne, owned by Penguin. The adventures of the naughty little rabbit have delighted readers since 1902 and, over a 100 years later, the app will bring the character forwards and make it available to a whole new generation on a digital platform with full animation, original audio and interactive scenes - as well as absorbing games and activities.

Featuring specifically composed music and a new narration, each page includes animated action and sound effects. Four sumptuous settings within the story are enhanced by parallax technology and interactive touch points, and there are a range of hidden extras that expand the story including Peter Rabbit's family tree, newspaper cuttings and even letters from Peter Rabbit to Mr McGregor. Warne also confirmed that publication day for the brand new Peter Rabbit story by Oscar-winning actress and screen writer Emma Thompson, *The Further Tale of Peter Rabbit*, will be 6th September 2012 (see separate release attached).

Confirming its position as the leading digital publisher for preschool children, Ladybird introduces **First Words: Toddler Touch and Say** - a playful, educational app specially designed to build essential language skills in older babies and toddlers. Ladybird's apps are a natural extension of its physical books, a tried and tested range critically acclaimed by early years specialists and educators, and loved by parents and babies alike. The *First Words: Toddler Touch and Say* app helps expand early vocabulary and engagingly demonstrates the link between pictures and words. The simple functionality lets a child touch the screen and hear sound effects and spoken words, reinforcing learning through 48 themed words relating to animals, home, toys and vehicles.

Penguin has been successfully publishing its bestselling Moshi Monsters range of books for the past year. Now Penguin has partnered with Moshi creator Mind Candy to jointly develop the **Moshi Monsters Buster's Lost Moshlings** app. With brilliantly gripping gameplay, users are encouraged to explore several incredibly detailed and immersive levels. The app also includes hidden animations, a 'shake' feature that changes the Moshlings in each scene, and the opportunity to buy additional levels within the app.

The physical book still holds huge appeal and in recognition of this, Puffin also unveils the establishment of a brand new literary list, **Puffin Press**. Recognising a growing demand for desirable physical editions of children's books which can be treasured, gifted and shared, the list will emphasise stunning presentation with a deeply imaginative approach to design. With a limited run of around five titles a year, Puffin Press will next publish *A Grimm's Fairy Tales* in time for the anniversary of Grimm in 2012.

Press Release



Francesca Dow, MD's of Penguin's Children's Division, said: 'We are storytellers and we publish stories for every child, whatever their age, whatever their tastes and in whatever format they wish to experience it. We enter an exciting future with industry leading digital product but still recognize that the physical book holds huge appeal as a desirable object and thing of beauty. I am very excited about our future and look forward to seeing Penguin Children's books continue to grow as we make our big brands bigger, reinvent classic brands and create brands of tomorrow, today.'

All apps will work on iPad, iPhone and iTouch, as well as Android. *The Tale of Peter Rabbit* will be available in November, with *Toddler Touch and Say* on September 15th with the Android release in November, and *Moshi Monsters Buster's Lost Moshlings* in December.

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Notes to editors:

Penguin enjoys a leading position in the UK children's market (16.4% market share) on the strength of three imprints – Puffin, Ladybird and Frederick Warne – and the Media and Entertainment group, its licensing team. It was their collective performance that led to Penguin's Children Division being named the UK's Children's Publisher of the Year in 2011.

Ladybird: Ladybird has been publishing books for children since 1940 and is one of the most iconic and well-known children's brands. As well as the traditional books for which it is famous, Ladybird publishes digitally including eBooks and apps.

Warne: Frederick Warne was founded in 1865 by a bookseller turned publisher who gave his own name to the firm. It is now famous as the publisher of Beatrix Potter's much-loved tales, as well as children's favourites Flower Fairies and Eric Hill's Spot.

Puffin: Puffin, famous for its beautiful picture books, started out as a non-fiction publisher with its first title appearing in 1940. Today it publishes a wide range of fiction, picture books and children's classics and some of the world's favourite authors including Roald Dahl, Eric Carle, Alan Ahlberg, Eoin Colfer, Percy Jackson, Lauren Child, Cathy Cassidy and Jeff Kinney. It also houses Razorbill, Puffin's teen fiction list that was established in 2010 in response to the growth in sales of commercial teen fiction.

Media and Entertainment Group: The Media and Entertainment Group was set up in 2011 to capitalize on Penguins' growing share of the children's licensing market. Working as a single integrated team, they cover an expansive list of high-profile children's properties – producing content in any form, whether a beautiful book, digital product or online partnership. It houses Sunbird, a fast-moving pop culture imprint for 9+.