



PENGUIN ACQUIRES CHINESE LANGUAGE RIGHTS TO INSPIRATIONAL BOOK

BY TENNIS CHAMPION LI NA

Beijing, 13th October 2011...International publisher Penguin Books is proud to announce the acquisition of Chinese language rights to an inspirational memoir by global tennis champion Li Na. This acquisition of rights to a book by a Chinese author to be published in the Chinese language is a first for Penguin, marking a new direction for Penguin's growing business in China.

The book, provisionally titled "How to Go West and Win", will be co-published with a Chinese partner in early 2012. Li Na, the first Asian winner of a tennis Grand Slam tournament, will speak to her fans through this, her first book, about how she succeeded at the very highest levels of the game, offering insights and tips into harnessing personal passions to win against the odds.

Jo Lusby, Managing Director of Penguin China, comments: "We are privileged to be able to work with Li Na to share her insights into the highs and lows of professional sport. With her reputation as a thoughtful, intelligent, straight talker, we believe this book will provide a fascinating window into the life of a professional sports player in China. This is a book that will not only appeal to fans of tennis, but also to those in China who are striving for success in this changing and dynamic country."

Li Na said: "I hope my story can inspire people of all ages and I look forward to working with Penguin on the book."

Max Eisenbud, Li Na's manager at IMG Worldwide said: "Li Na is the most successful tennis player in China's history and an inspiration to millions of Chinese. Her book will explain how she did it."

The book will be published ahead of the 2012 French Open, timed for the first anniversary of Li Na's landmark 2011 success in Paris.

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Notes for Editors

Press Release



About Penguin:

Penguin is one of the world's leading consumer publishers. It is home to other famous names such as Dorling Kindersley, Puffin, Ladybird and Rough Guides and publishes close to 4,000 titles every year for adults and children in fiction and non-fiction, from timeless classics to the hottest bestsellers. Penguin has offices in 15 countries including the US, UK, Australia, South Africa, India and China.

About Penguin China:

Penguin China was established in 2005, and works to develop the availability of English language imported books from the UK and US, establishes Chinese language publishing partnerships, and supports the acquisition of titles on and from China for international publication. Recent Penguin China successes include the iconic Penguin Classics in Chinese (in partnership with Shanghai 99 Readers) and new editions of the Tales of Peter Rabbit by Beatrix Potter (in partnership with Poplar Publishing).

About Li Na:

Li Na, a native of Wuhan, Hubei, China, started playing tennis when she was nine and in 1998 won the prestigious Asian Youth Cup. She began her professional career in 1999, and became the first Chinese player to reach the Top 30 (June 2006), the Top 20 (August 2006), the Top 10 (2010) and then the Top 5 (2011). At Wimbledon in 2006, she became the first Chinese woman to reach a Grand Slam singles quarter final. On June 4, 2011, Li Na won Roland Garros, becoming the first Chinese player to win a Grand Slam.