



News announcement

Penguin UK's first ever iPhone app hits top ten within first week

Wednesday 13th January: Penguin's first ever iPhone app has hit the top spot in the iTunes 'free books apps' chart within its first week. Reaching no.1 just five days after its release, the app has been downloaded by over 10,000 users.

Developed and marketed in-house, this new try-before-you-buy model, launched on 7th January, is Penguin's first foray onto the iTunes app store. Users are offered a free download of the first three chapters of *The Left Hand of God* by Paul Hoffman, and are then presented with the option to buy the full book.

The decision to sample this new initiative with *The Left Hand of God* demonstrates Penguin's great belief in this title. Positioned as Michael Joseph's biggest fiction launch for 2010, early reviews and feedback have shown that once people start reading this book, they cannot put it down.

Jeremy Ettinghausen, Digital Publisher for Penguin, said of the new initiative:

"When Apple changed their policy to allow the purchase of a full title from a free book app we knew that this could be a great way of distributing a sampler and encouraging purchase of the full title."

He continued: "We're really excited to make *The Left Hand of God* the first Penguin eBook app. Giving people the option to try-before-they-buy seems to us to be the best way of getting this book into as many people's devices and hands as possible and hopefully it will be a huge hit in all formats! We hope that the success of this app has a positive effect on sales of both digital and physical editions - its success on iTunes has certainly provided the perfect launch pad."

Digital samplers are becoming a key resource for publishers, and the tools now exist which enable readers to spread the word about books they like directly from the iTunes app store.

Notes to Editors

About the book

Paul Hoffman has crafted an epic narrative that should stand amongst the greats of heroic fiction. *The Left Hand of God* is the stunning first instalment in a remarkable

trilogy. The book has already captured the imagination of publishers around the globe. Translation rights were sold overnight to over 20 countries in a frenzy of auctions – this is a book that will truly set the world alight in 2010.

The book is published on Thursday 14th January in Penguin hardback, priced £12.99

About Paul Hoffman

Paul Hoffman is the author of two previous novels, *The Wisdom of Crocodiles* (2000), which predicted the collapse of the world financial system, and *The Golden Age of Censorship* (2007), a black comedy based on his experiences as a film censor. After graduating from New College, Oxford, he worked in over twenty different jobs, including Boardman in a betting shop, messenger boy to a City merchant bank and as a teacher. He was also senior film censor at the British Board of Film Classification. *The Left Hand of God* is the first instalment of a stunning trilogy, and Paul's first foray into the fantasy genre.

Quotes from LHOG fans

'Writers like Hoffman are too rare. This wonderful book gripped me from the first chapter and then dropped me days later, dazed and grinning to myself. I haven't enjoyed a new world this much since Feist's Magician.'

Conn Iggulden, author of the Conqueror series

'A dark novel, haunting and exciting. If you do not enjoy this book something has died in your soul' **Harry Sidebottom, author of the Warrior of Rome series**

'Brooding and magnificent. Hoffman has created a terrifying world and filled it with strange and complex characters.' **Eoin Colfer, author of the Artemis Fowl series**

'Brilliant. Mervyn Peake takes on Dickens . . . Strange, funny, violent and intriguing' **Charlie Higson, author of the Young Bond series**

