



Press Release

PENGUIN APPOINTS LEADING TALENT FROM MUSIC INDUSTRY TO BE DIGITAL PUBLISHER

Penguin is delighted to announce the appointment of Nathan Hull, a leading digital talent from the music industry, as Digital Publisher. Nathan comes to Penguin from Universal Music where he oversaw digital strategy for major artists including U2, The Rolling Stones, The Killers and Take That and handled Universal's relationships with key digital partners including iTunes, Facebook, Twitter, Amazon, BT and Sky. He was instrumental in shaping the company's strategy for streaming, subscriptions, apps, virtual merchandise and anti-piracy and launched Spotify as well as negotiating deals with Shazam, eBay, Xbox and PS3.

As Digital Publisher, Nathan will take strategic responsibility for Penguin's blossoming digital portfolio. He joins Penguin at a hugely exciting time when the company has enjoyed some recent digital successes including Stephen Fry's *The Fry Chronicles* hitting number one across five formats (hardback, eBook, enhanced eBook, the critically-acclaimed MyFry app which has launched its own unique non-linear form of reading, and audio), a publishing first. Penguin has also launched a number of highly successful apps including, in the children's space, *Spot Goes to School* and *Topsy and Tim Start School*.

Anna Rafferty, Penguin's Digital Managing Director, said: "We've started a transformation at Penguin and need someone special to be the vanguard. There is no doubt in my mind that Nathan is that person. We're incredibly lucky to have found him."

Nathan Hull said: "Penguin is an amazing brand with incredible opportunities in the digital space. I can't wait to get started and continue on the innovative path that Penguin has already started upon."

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