



Press Release



20th May 2010 – PENGUIN CLASSICS TURN **(RED)™**

Penguin Classics is proud to announce its partnership with **(RED)™
empowering book lovers to help eliminate AIDS in Africa**

Can a book save lives? These can.

Penguin Classics has inspired the imaginations of millions of readers around the world, transforming the way people think, feel and read forever. This unique partnership between PENGUIN CLASSICS and **(RED)** will bring together our selection of some of the best stories ever written to create **PENGUIN CLASSICS (PRODUCT) ^{RED™}** editions.

Eight titles have been selected to launch the partnership in May and a further eight titles will follow in the autumn. **(PENGUIN CLASSICS) ^{RED}** will work with key media, retail and festival partners throughout the launch campaign this year. Each of the **(PENGUIN CLASSICS) ^{RED}** will have original artwork created by a different designer with the aim of appealing to a wide and popular readership, who will be invited to participate in events and competitions and to take part in an elaborate digital campaign. Penguin will launch this partnership in all territories over the course of 2010. Penguin will be contributing 50% of their profits from these editions to the Global Fund to help eliminate AIDS in Africa. **(PENGUIN CLASSICS) ^{RED}** will be an ongoing global campaign with huge reach and impact.

Seb Bishop, CEO of **(RED) International, says:**

“We are so delighted and excited about **(RED)**’s newest partner, Penguin. It’s wonderful to see this incredible level of commitment from such a brand. To us and to millions, Penguin is the most iconic brand in the world of publishing, and **(PENGUIN CLASSICS) ^{RED}** encompasses the most powerful and life-changing literature. From this point, literature will be even more powerful, as



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Penguin will be contributing 50% of the profits from the sale of the **(PENGUIN CLASSICS)^{RED}** to help eliminate AIDS in Africa.”

John Makinson, CEO, Penguin, says:

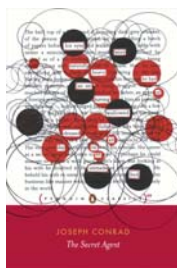
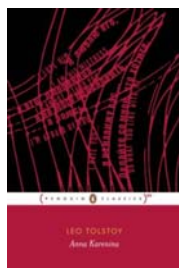
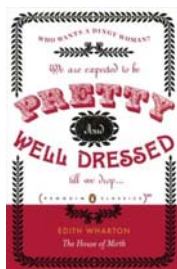
"Penguin is hugely proud to be partnering with RED. Since the 1940's Penguin Classics have been a significant creative and educational force around the world and we are delighted to harness that to support the Global Fund through the sale of our new RED Classics. We have chosen the eight launch titles with great care and included some old favourites along with some of the hidden jewels of the Classics list."

The launch titles in May are:

Anna Karenina	Leo Tolstoy	9780141194325
Dracula	Bram Stoker	9780141194332
The House of Mirth	Edith Wharton	9780141194349
Therese Raquin	Emile Zola	9780141194356
Great Expectations	Charles Dickens	9780141194363
The Turn of the Screw	Henry James	9780141194370
Notes from Underground	Fyodor Dostoyevsky	9780141194387
The Secret Agent	Joseph Conrad	9780141194394

The **(PENGUIN CLASSICS)^{RED}** will include some of the greatest stories ever told which have - by definition - proven their power to entertain, inspire and influence readers around the world. Now these books can help save lives. PENGUIN CLASSICS will bring to the partnership the most powerful tool of all: **The Word.**

Buy a piece of great literature and do something great





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Find out more at www.penguinclassics.co.uk/RED

About Penguin Classics:

Over sixty years ago, in January 1946, the [Penguin Classics](#) list was launched with E V Rieu's translation of the [The Odyssey](#). The series now includes nearly 1500 titles including the best in English, American, European, classical and non-western literature, the Modern Classics series and an extensive list of important philosophy, religion, history, politics, travel and art titles.

About (RED)TM and (PRODUCT)^{RED}TM:

(RED)^s primary objective is to engage the private sector in raising awareness and funds for the Global Fund, to help eliminate AIDS in Africa. Companies whose products take on the (PRODUCT)^{RED} mark contribute a significant percentage of the sales or portion of the profits from that product to the Global Fund to finance AIDS programs in Africa, with an emphasis on the health of women and children. Current partners are: American Express (U.K. only), Apple, Bugaboo, Converse, Gap, Emporio Armani, Hallmark, Dell, Nike and Starbucks. Since its launch in the Spring of 2006, \$140 million has been generated by (RED) for the Global Fund. One hundred percent of this money is put to work in Global Fund AIDS grants in Africa with no overhead taken out. (RED) money is at work in Swaziland, Rwanda, Ghana and Lesotho. For more information, visit www.joinred.com

About The Global Fund to Fight AIDS Tuberculosis and Malaria:

The Global Fund is a unique global public/private partnership dedicated to attracting and disbursing additional resources to prevent and treat HIV/AIDS, tuberculosis and malaria. This partnership between governments, civil society, the private sector and affected communities represents a new approach to international health financing. The Global Fund works in close collaboration with other bilateral and multilateral organizations to supplement existing efforts dealing with the three diseases. Since its creation in 2002, the Global Fund has become the dominant financier of programs to fight AIDS, tuberculosis and malaria, with approved funding of US\$ 18.4 billion for more than 600 programs in 144 countries. To date, programs supported by the Global Fund have saved 4.5 million lives through providing AIDS treatment for 2.3 million people, anti-tuberculosis treatment for 5.4 million people and the distribution of 88 million insecticide-treated bed nets for the prevention of malaria.

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