

Sally Floyer to take additional responsibility for Ladybird as Penguin group increases focus on the pre-school market

London, 11th July 2002 It was announced today that Sally Floyer, MD of Warne, is to add to her existing responsibilities with her appointment as MD of Ladybird. Ladybird, which currently sits within DK, will become part of a new division of the Penguin Group (UK) which brings together Penguin's two specialist pre-school imprints under one direction.

Founded in 1915 with a mission to publish targeted, practical developmental books for young children, Ladybird is the best-known book brand in the UK for innovative developmental and early learning product for children up to age seven. Ladybird also publishes Disney in the UK. Warne, publisher of Beatrix Potter since 1902, was acquired by Penguin in 1984 and has developed special expertise in the marketing and licensing of book-based character brands worldwide, including Peter Rabbit and Eric Hill's Spot. Its publishing skills lie in the creation of character-based series tailored to sell across all market segments.

The new division will work closely with the pre-school teams in DK and Puffin to bring to market a rich and diverse range of products for the 0 - 6 age group.

Stephanie Barton, Publishing Director of Ladybird, will report to Sally. She joins the division's senior team alongside Susan Winton, Warne Publishing and Rights Director, Gill Thomas, Warne Marketing Director and Ronnie Fairweather, Warne Creative Director.

Anthony Forbes Watson, CEO of the Penguin Group (UK) commented, "Warne and Ladybird share in their creative approach a common responsiveness to the pulse of the preschool market. With their closer relationship, both imprints will find new opportunities, combining Warne's characters and international brand development skills with Ladybird's early learning publishing creativity. Sally's expanded role provides Warne and Ladybird with a shared market focus, an enlarged creative team and a bigger stage for her own talents."

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