

GRAINNE ASHTON APPOINTED MARKETING DIRECTOR FOR PENGUIN GENERAL BOOKS

London, 17 July 2002, Grainne Ashton is to join The Penguin Group (UK) in the autumn as Marketing Director for the General division, announced Joanna Prior, Penguin Marketing and Publicity Director today. Grainne is currently Marketing Director at Random House, where she works on Arrow, Century, Heinemann, Hutchinson, Business and Audio imprints for the group. At Random House, Grainne has worked on many high profile campaigns. She and Mark McCallum won a Nibbie for their campaign for Kathy Reichs' first novel *Deja Dead* in 1999 and her paperback campaign for Josie Lloyd and Emlyn Rees' debut novel *Come Together* was also shortlisted for a Nibbie the following year.

Grainne is to head up the Penguin General Marketing department with responsibility for Michael Joseph, Viking and Hamish Hamilton hardbacks and Penguin paperbacks. Abigail Hanna, Head of commercial marketing and Carol Baker, Head of Literary marketing at Penguin General Books will report to her.

Grainne joins Penguin's senior marketing team, comprising Jenny Todd, Marketing Director for Penguin Press, Tora Orde-Powlett, Marketing Operations Director and Elaine McQuade, Marketing and Publicity Director for Puffin.

Joanna Prior commented, "I am thrilled that Grainne is going to be joining us. She offers a terrific range of experience to Penguin. Her track record working on bestsellers, her relationship with customers and her engagement with the consumer will bring an increased strength and fresh creative focus to the marketing of Penguin General's books."

For further information please contact:

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