

THE PENGUIN GROUP RESHAPED FOR FUTURE GROWTH

London, 2 August 2001, Anthony Forbes Watson, Chief Executive of The Penguin Group (UK) today announced organisational changes across Penguin and Dorling Kindersley that simplify the enlarged company's structure and will further strengthen its performance in the wake of the acquisition of DK.

Penguin General, Penguin Press and Puffin will be drawn together under Helen Fraser who becomes Managing Director of Penguin and takes responsibility for Penguin's three author-driven publishing divisions. Tom Weldon will replace Helen as MD of the General Division, Andrew Rosenheim continues as MD of the Press and a new MD for Puffin will be recruited, all reporting to Helen. Louise Moore replaces Tom as Publishing Director of Michael Joseph.

Joanna Prior continues in her combined role as Head of Corporate PR for The Penguin Group (UK), and as Publicity Director for Penguin General. In addition she will co-ordinate publicity across the other author-led divisions. Likewise, John Bond, Marketing Director of Penguin General will coordinate marketing across Press and Puffin too, working with the divisional marketing directors. John will also continue to lead Penguin's brand work. Sophie Brewer adds Puffin rights to her existing responsibility for the two adult divisions as Penguin Rights Director.

Andrew Welham will head up DK as Managing Director of its worldwide activities and he will work closely with DK Publisher Christopher Davis, who reports to him, to strengthen the company's position as the premier source of quality illustrated reference for a global market.

Also reporting to Andrew will be Michael Devenish, MD of International Publishing, Daniel Bruecher, MD of German subsidiary DK Verlag and Deborah Wright who becomes MD of DK UK, responsible for DK's UK marketing, publicity, inventory and sales channel development. Skip Fischer, COO of DK Inc and Shaun Snow, MD of DK Australia will also report to Andrew, in addition to their local reports to David Shanks at PPI and Peter Field at Penguin Australia. Kate Fox, Director of DK's Media Resource Library will now report to Andrew.

Peter Bowron becomes Sales Director for the Penguin Group (UK), joining the Penguin Group (UK) board, the membership of which remains otherwise unchanged. Peter will be responsible for UK and International sales under Mike Bryan, who will now report to Peter, as will Customer Services, Penguin's UK inventory management, Film & TV and the Puffin Book Club

In the light of Andrew Welham's new responsibilities, Liz Allen, Group Production Director and Paul Monk, Distribution Director will report to Anthony Forbes Watson, pending his review of the operations structure.

Anthony Forbes Watson said: “Penguin and Puffin on the one hand, and Dorling Kindersley on the other are unique publishing brands representing the best of two distinct creative publishing models. These changes will give added focus to both business streams. Penguin has enjoyed five highly successful years, and these changes position the group for another big leap forward. There’s a lot of talent at Penguin and I’m delighted that we have been able to fill all these new positions internally.”

David Wan, President of The Penguin Group said: “These changes significantly strengthen The Penguin Group (UK), positioning it for growth and profitability, and will further enhance Penguin’s performance around the world.”

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