

For immediate release

DORLING KINDERSLEY TO MOVE FORWARD WITH SUCCESSFUL STAR WARS PUBLISHING PROGRAM

London, 28 November 2000, DK is delighted to announce that following DK's acquisition by Pearson plc., it will continue to publish its highly successful line of books based on the *Star Wars* saga.

To mark the new phase of its ongoing relationship, DK has today unveiled some of its future *Star Wars* branded publishing plans. There are three books currently in development based on the next *Star Wars* film. *Star Wars: Episode II The Visual Dictionary* and *Star Wars: Episode II Incredible Cross Sections* will be published in 2002, the year the film is released. *Inside the Worlds of Star Wars: Episode II* will be published in the following year. DK and Lucasfilm are also working together on a title based on the original classic *Star Wars* Trilogy.

"Dorling Kindersley has created some of the best quality *Star Wars* books in print," said Howard Roffman, President, Lucas Licensing Ltd. "and we are looking forward to working with them again on the new titles".

Anthony Forbes Watson, CEO of Penguin UK and DK stated, "*Star Wars* books have been among the most successful in the company's history. It was unfortunate that over-printing by DK obscured the outstanding success of those books around the world."

For further information please contact:

Joanna Prior on 020 7416 3250 / Joanna.Prior@Penguin.co.uk

Notes to Editors:

DK – Dorling Kindersley is an international publishing company specialising in the creation of high quality, entertaining illustrated information books for children and adults. Founded in London in 1974, DK now has offices in the USA, UK, Australia, Germany, France and India. In May 2000 DK was acquired by Pearson Plc, an international media company with market-leading businesses in education, strategic commercial development, international television production, newspaper and consumer publishing. This acquisition saw DK join the Penguin Group, as Peter Kindersley stepped down from his executive role at DK and Anthony Forbes Watson became the Chief Executive of both DK and Penguin UK.

Lucas Licensing Ltd manages all the domestic and international merchandising activities of the *Star Wars* and *Indiana Jones* properties. *Star Wars* is the most successful film-based merchandising program in history. The *Star Wars* licensing program is renowned for its attention to product detail and quality in the fields of publishing, toys, games, collectibles, apparel and home furnishings.

LucasBooks is the publishing imprint of Lucasfilm Ltd. Drawing from Lucasfilm's rich creative culture, LucasBooks appeals to readers of all ages. LucasBooks encompasses books, comics, and magazines based on licensed properties such as *Star Wars* and *Indiana Jones* as well as newly developed fiction and non-fiction material.

Lucasfilm Ltd. is one of the leading film and entertainment companies in the world. Lucasfilm's businesses include George Lucas' film and television production and distribution activities as well as the business activities of the THX Group. Lucasfilm's feature films have won 17 Oscars and received 56 Academy Award nominations, and its television projects have won 12 Emmy Awards.