

JEREMY ETTINGHAUSEN TO HEAD UP PENGUIN AUDIO

London 17 January 2003, Helen Fraser, Managing Director of Penguin announced today that Jeremy Ettinghausen is to be the new Publisher of Penguin's Audio list. Jeremy will combine this role with his current job as ebook Editor.

His appointment marks a change in the way Penguin is to organise its audio publishing. Until now Audio has been run as a separate division, but it will in future work more closely with the book publishing divisions, plugging into the sales, marketing and publicity teams in Penguin General, Press and Puffin. Audio books will be marketed alongside the print editions. As a consequence of this change, Audio Marketing and Publicity Manager, Charlotte McCandlish will leave the company.

Helen Fraser, MD of Penguin, commented, "Audio is an important part of our business and I am pleased to be able to bring it closer to the heart of our publishing by integrating it into the three book divisions. We saw impressive growth of audio sales with some of our key customers during 2002, and I believe this new structure will ensure a further spurt in 2003 as both our authors and our customers benefit from the resources and expertise of the divisional sales, marketing and publicity teams. I would like to thank Charlotte for all her hard work marketing and publicising Penguin's audio list for the last two years and we wish her every success for the future. Penguin Audio has a great champion in Jeremy, who will bring to audio the same commitment and enthusiasm he has demonstrated on Penguin's publishing over the last eighteen months."



Jeremy Ettinghausen commented, "I am delighted with this opportunity and look forward to working with our great abridgers, producers and readers. We had a good year last year and with some terrific audiobooks including *Everything is Illuminated* and *Artemis Fowl: The Eternity Code* and titles from Jonathan Coe, Philip Ardagh, Caro Fraser and Giles Foden, this year's programme looks like being just as varied and exciting.

I believe that integrating our audio publishing better into our book divisions means that we can make even greater impact in terms of visibility, promotion, sales and prizes in 2003."

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