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### **Penguin Expands eBooks Programme**

*ePenguins now available in third format*

**London, 10<sup>th</sup> October 2002** : Following the successful launch of Penguin ebooks just over a year ago, Penguin UK is extending the reach of its ebooks programme, with the launch of its titles in Palm Reader format.

Penguin is the first publisher to directly sell the Palm Reader format to its readers, through its own website, [www.penguin.co.uk](http://www.penguin.co.uk). The new format complements the two existing publishing formats – Microsoft Reader and Adobe Acrobat eBook Reader.

Jeremy Ettinghausen, Penguin ebooks editor, commented : “Since the launch of our ebooks, we have been looking at ways to develop the service and extend its appeal to a wider audience. The addition of the Palm Reader format is an exciting development for Penguin, and means that a greater number of people can now access the best books electronically. The latest format is ideal for people on the move. Armed with your favourite Nick Hornby novel, the newest business book and all the relevant travel guides for your journey in one place, the business traveller has never been better equipped.”

Fast, convenient and versatile, ebooks have a range of features which make them unique resources for the reader. Some have additional content, the facility to hyperlink to relevant websites and notes, as well as comprehensive interactive dictionary facilities.

ebooks are proving increasingly popular with a cross-section of the reading community : students can electronically annotate and highlight an ePenguin, business travellers can use their laptops and handheld computers to download and read their favourite novels from anywhere in the world and tourists can carry several travel guides on one device, using the full text search facility to quickly find hotels, restaurants and tourist attractions.

Penguin, in common with epublishers in the US, has seen a month-on-month growth in ebook sales since launch. With the expansion of the handheld market – 2.9 million PDA units were shipped worldwide in April to June 2002 alone - and the introduction of new hardware products, Penguin expects the ebook market to continue its expansion in the short and medium-term future.

In addition, the Penguin website will be running a ‘3 for 2’ promotion on ebooks in the new Palm Reader format, throughout the month of October at [www.penguin.co.uk/epenguin](http://www.penguin.co.uk/epenguin).

With over 100 titles currently available in ebook format, the list includes a number of Penguin’s bestselling books, from Nick Hornby’s *About A Boy* and *How To Be Good* to Eric Schlosser’s *Fast Food Nation* and Allen Carr’s *Easy Way To Stop Smoking*. The selection also incorporates novels from the Penguin Classics collection, as well as bestselling business, reference and historical titles, including *Up The Down Escalator* by Charles Leadbeater, *The New Penguin Dictionary of Modern Quotations*, Ian Kershaw’s critically acclaimed biographies of Hitler and *The Blank Slate* by Steven Pinker.

New titles for October 2002 include Zadie Smith’s second novel, *The Autograph Man* and *Dorian* by Will Self.

Ends.

**For further information, or to sample an ebook, please contact:**

**Jeremy Ettinghausen** on 020 7010 3382 or email [jeremy.ettinghausen@penguin.co.uk](mailto:jeremy.ettinghausen@penguin.co.uk)

## **Notes to editors**

- Penguin is one of Britain's top brand names. Ranked as the tenth greatest Media Brand In The World (The World's Greatest Brands ed : Nicholas Kochan, Interbrand), it is the most significant brand in publishing, with a 98% recognition factor amongst book consumers and an unprompted naming of the Penguin brand by 57% of those questioned. (Research Business International, 2001).
- In 1995, Penguin was the first UK publisher to take its brand online. [www.penguin.co.uk](http://www.penguin.co.uk) is now the most visited UK book publishing website, with over 125,000 unique monthly users and over one million monthly page impressions. The Penguin website is the primary retail outlet for ePenguin books.
- The website boasts a fully searchable database of every Penguin author and title – a total of 12,000 books; it has a secure e-commerce facility and magazine areas targeted at specific segments of Penguin readers.
- The majority of ePenguins sell at 20% cheaper than their print book equivalents.
- EPenguins are now published in Microsoft Reader, Adobe Acrobat ebook Reader and Palm Reader format.

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