



PENGUIN SIGNS SPONSORSHIP DEAL WITH GUARDIAN UNLIMITED

Penguin e-books has signed a major deal to be the first advertiser on the new Guardian Unlimited Books PDA channel, the first time the book publisher has targeted PDA users. Penguin will be the exclusive advertiser on the site for three months from Tuesday 1 October.

Throughout November, Guardian Unlimited users will also be able to access an exclusive e-book sampler of the first chapter of three of Penguin's latest e-books, including Zadie Smith's highly acclaimed second novel 'The Autograph Man'. An exclusive three-for-two offer will run throughout November on ten top titles. The offer will be promoted online by Guardian Unlimited with banner advertisements and buttons as well as in paper advertisements.

The network's users will also be offered an exclusive 20% discount on Penguin's Christmas gift guide and enter a competition to win the ten most talked about books this Christmas.

Adam Freeman, head of commercial development for Guardian Unlimited, said: "This is the first time we have hosted e-books on Guardian Unlimited. The deal will add excellent value to Guardian Unlimited Books for our PDA and PC users whilst at the same time providing a brilliantly targeted audience for Penguin."

For further information please contact:

e-books Editor Jeremy Ettinghausen on 020 7010 3382

Email: jeremy.ettinghausen@penguin.co.uk