

***** PRESS RELEASE *****



PENGUIN INTERNATIONAL WINS EXPORTER OF THE YEAR AWARD AT 2001 NIBBIES

London, 8th March 2002, Penguin is proud to announce that its International sales team has won the Activair Award for Exporting at the 2001 British Book Awards (Nibbies) presented last Tuesday 5th March. The Nibbies, organised by Publishing News, are the highlight of the UK publishing calendar, and include 20 awards which are nominated and voted for by 150 booksellers, agents and publishers.

The Activair Export Award goes to the publisher achieving outstanding results in four specific categories: quality of sales representation, marketing, distribution and administrative support.

Mike Bryan, International Sales and Marketing Director, was at the Grosvenor House Hotel in London to receive this prestigious award from author Jilly Cooper on behalf of his 55-strong team of sales and marketing people around the world.

The Penguin International team represents The Penguin Group UK, Penguin Putnam Inc., Time Warner Books UK, Faber and Bloomsbury in the majority of the export markets.

International publishing successes in 2001 included Zadie Smith's *White Teeth*, Patricia Cornwell's *Isle of Dogs*, the Harry Potter series, Waris Dirie's *Desert Dawn*, Peter Carey's *True History of the Kelly Gang* and many more. Among the marketing campaigns to catch the judges' eye was the brand new *Review* magazine, a joint venture between Penguin and its agency publishers.

Penguin International would like to express their gratitude for the continuing support and loyalty of all their customers who have made this triumph possible.

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