

PENGUIN TO SET UP NEW PUBLISHING VENTURE IN IRELAND

London, 13 August 2002, It was announced today that Penguin is to open a new publishing venture in Ireland. Penguin Ireland is to be headed up by Michael McLoughlin. As Managing Director of the new business, Michael McLoughlin will be based in Dublin, where he will set up a team of editorial, publicity and marketing people to launch a list of fiction and non-fiction titles ready for publication in the autumn of 2003. He will work with Penguin's existing Irish sales team to sell these titles into the trade. Penguin Ireland aims to become the leading publisher of Irish-interest literary and commercial fiction and general non-fiction on the island.

Michael McLoughlin, MD of Penguin Ireland said, "Irish interest titles perform disproportionately well in Ireland, where they account for over 40% of all general book sales and dominate the bestseller lists. Whilst this proves there is a flourishing local publishing scene, there remains a strong need to harness the talent of the authors to a professional organisation which has its sights set on the international stage. By applying the rigorous standards of a world-class company such as Penguin to books with Irish themes, I believe we can bring Irish titles to the widest possible audience."

Helen Fraser, Managing Director of Penguin said, "Ireland has long been a powerhouse for generating English language bestsellers. Maeve Binchy, Marian Keyes, Eoin Colfer, Roddy Doyle and William Trevor are just some of the names who have taken Irish writing to an international reading public. We have known for some time that to do really well in Ireland, you need a strong presence on the ground. Michael has worked with Penguin's sales and publicity teams for more than four years now, and we know he is the ideal person to lead our publishing in Ireland. He has an unrivalled understanding of the market and the media, has experience of working closely with authors and has great instincts for what people want to read."

Michael McLoughlin and Helen Fraser are available for comment.

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Notes to editors:

1. Michael McLoughlin has eleven years of Irish book trade experience including four with the Irish publisher, Poolbeg Press. He founded McLoughlin PR in 1995 since when it became the leading books and arts PR agency in Ireland whose clients included Penguin, Hodder Headline, Random House, Transworld, Orion, Faber & Faber, Simon & Schuster and Eason. A photograph of Michael is available on an attached file (below).
2. Penguin is part of Pearson, the international media company with market leading businesses in education, business information and consumer publishing.
3. Penguin is the number one brand in consumer publishing in the UK and is ranked as the 10th greatest media brand in the world (source: The World's Greatest Brands ed. Nicholas Kochan, Interbrand Plc)