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DK UNVEILS REVOLUTIONARY INTERACTIVE READING EXPERIENCE BUILT WITH APPLE'S INNOVATIVE iBooks

New York, London, 19th January 2012: DK today announced the publication of four revolutionary illustrated multimedia books using Apple's innovative iBooks, available now on iTunes.

Heralding a new standard of illustrated eBooks, the four titles - *My First ABC*, *Dinosaurs & Prehistoric Life*, *DK Natural History: Insects* and *DK Natural History: Mammals-Carnivores* - combine video, sound, 3-D models, galleries and animations for the first time in a digital book form. These new DK books are based on titles that have sold over one million copies in more than 20 languages. A fifth title, *Baking*, will be launched in February with more to follow in the coming months.

Created by a team of DK's award-winning editors and designers, information on the screen springs to life to bring fresh insight and excitement to a whole range of subjects and interests that encourage learning in the home. Features include:

- A 3-D model of a velociraptor skeleton
- An animation showing the step-by-step formation of a fossil
- A movie of a tiger hunting and a brown bear catching salmon
- Microscopic images of insects' eyes and wings
- The sound of a Madagascan hissing cockroach

John Duhigg, Deputy CEO of DK, said: "Today represents a giant leap for how illustrated books will work in the digital world. The experience these new iBooks provide is thoroughly immersive and will encourage all those with a natural curiosity to get excited about the world around them in a bold new way. This is a significant moment for illustrated content and, particularly for DK who has always been at the forefront of digital innovation. Imaginative use of technology, design and editorial is at the heart of everything that DK does so we're thrilled to be a part of this exciting launch."

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Editor's Notes

About DK:

DK is the world's leading publisher of bestselling, award-winning and visually stunning information books and digital products for adults and children. From travel guides and activity books, through to food, history, film and much more, DK makes ideas come to life. Owned by media company Pearson, DK is part of the Penguin Group, and also acts as a parent company for video game publisher, Brady Games, and travel/non-fiction publisher, Rough Guides.

DK has established a worldwide reputation for its innovative non-fiction books in which the unrivalled clarity of the words and pictures come together to spectacular effect. As well as creating beautiful books, DK is increasingly making content available in a range of digital formats such as apps and eBooks. DK content in all its forms is still characterized by quality, expertise and accessibility. DK has offices in New York, London, Munich, New Delhi, Beijing, Toronto and Melbourne.

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John Duhigg, Deputy CEO of DK, is available for comment. Please contact Rachel Kempster as detailed above.

Images available on request or via <http://us.dk.com>