

MEDIA CONTACTS:

FOR IMMEDIATE RELEASE

Follett Library Resources Contact:

Chris Schubert

815.759.1700 x. 3223

[cschubert@flr.follett.com](mailto:cschubert@flr.follett.com)

BWI Contact:

Bonnie Dieffenbacher

859.231.9789

[bdieffenbacher@bwibooks.com](mailto:bdieffenbacher@bwibooks.com)

Findaway World Contact:

Caroline Barni

440.893.0808 x121

[caroline.barni@findawayworld.com](mailto:caroline.barni@findawayworld.com)

**FOLLETT AND FINDAWAY WORLD SIGN DISTRIBUTION AGREEMENT,  
EXPANDING PLAYAWAY'S® PRESENCE IN THE K-12 AND PUBLIC  
LIBRARY MARKETS**

***Agreement Names Follett Corporation Companies – Follett Library Resources and  
BWI – as Non-Exclusive Distributors of Playaway's Pre-Loaded Digital Audio Books.***

River Grove, IL, and Cleveland, OH – June 24, 2006 – Follett, a leading provider of products, solutions and services to the educational marketplace, and Findaway World (Findaway) jointly announced today they have formed a strategic partnership that will allow distribution of the Playaway to K-12 schools and public libraries. The announcement was made at the American Library Association (ALA) Annual Conference held in New Orleans from June 22-28.

Playaway is the first self-playing digital audio book. Not an MP3 or CD player and not software, Playaway is the self-contained audio equivalent of a book, small enough to fit in the palm of your hand. Follett Library Resources (FLR) and BWI will partner with Findaway to distribute the Playaway through their extensive distribution channels, securing the revolutionary, digital technology format's position in the K-12 school and public library marketplace.

Agreement components include, promotion of the partnership at the local, state and national level and front-of-page visibility on FLR and BWI online resources' TITLEWAVE and TitleTales. "We are extremely pleased to partner with Findaway, and to further utilize our knowledge and experience in the K-12 and public library markets," said Bob Mallo, president of Follett Educational Distribution Group, of which both FLR and BWI are a part. "This, coupled with our ability to provide our customers access to one of the most innovative digital formats of today makes this a win, win situation."

Findaway currently has licensing agreements with several leading publishers and content owners, including HarperCollins, Simon & Schuster, Hachette, Penton Overseas, Brilliance Audio, Franklin Covey, Random House and Recorded Books. Playaway's audio book collection currently totals more than 90 titles, including children's classics:

- Alice in Wonderland & Through the Looking Glass, Lewis Carroll
- Black Beauty, Anna Sewell
- The Call of the Wild, Jack London
- Frankenstein, Mary Shelley
- Huckleberry Finn, Mark Twain
- The Iliad, Homer
- Pride and Prejudice, Jane Austen
- The Red Badge of Courage, Stephen Crane
- The Chronicles of Narnia – The Lion, The Witch and The Wardrobe, C.S. Lewis
- The Scarlet Letter, Nathaniel Hawthorne
- A Tale of Two Cities, Charles Dickens

FLR and BWI will begin distributing the Playaway immediately. This distribution agreement marks the first of its kind for Findaway, which currently distributes direct-to-consumer. “Partnering with an industry leader such as Follett is tremendously exciting, and promises a continued presence in a critical market,” said Christopher Celeste, Co-Founder and President, Findaway World. “This partnership is a major step in our efforts to expand the reach of Playaway.”

#### **About Findaway World:**

Findaway World, a privately held company based in Cleveland, Ohio, is dedicated to delivering innovative, easy-to-use digital audio products to consumers who need them. Their latest product, PLAYAWAY, is the first digital audio player of its kind, coming pre-loaded with premier content from leading publishers and authors. Learn more about the company and the product at [www.playawaydigital.com](http://www.playawaydigital.com).

#### **About Follett Corporation:**

Follett Corporation is a \$2.2 billion, privately held company that provides products, services and solutions to the educational marketplace. Its different businesses are organized under three business groups – the Follett Educational Distribution Group, the Follett Higher Education Group and Follett Technology Solutions and International Group. *The Follett Educational Distribution Group* consists of Follett Library Resources, the nation's largest distributor of library books to elementary and high schools; BWI, a leading provider of children's and adult books and audio visual materials to public libraries; and Follett Educational Services, one of the country's largest distributors of pre-owned used elementary and high school textbooks. *The Follett Technology Solutions Group* is the leading provider of library automation solutions for K-12 schools. *The Follett Higher Education Group* is the largest operator of campus bookstores with more than 700 stores under management across the United States and Canada. It also operates [efollett.com](http://efollett.com), the country's leading online campus bookstore. Follett Corporation was founded in 1873 and has its headquarters in River Grove, Illinois.