



PRESS RELEASE



Rough Guides available as e-guides on the world's biggest newsstand

London, UK - 30 May 2008

Rough Guides have today announced a partnership with Zinio, the world's biggest provider of magazines online, offering the ability to download a range of the most popular Rough Guide city-break guides from Zinio's extensive 'global newsstand'.

The new partnership adds travel guidebook content to this forum for the first time. Bestselling destinations from the Rough Guide DIRECTIONS series, such as Paris, New York, London and Rome, will now be available to a wide reach of consumers who like to obtain their entertainment via a digital newsstand in addition to traditional book and magazine retailers.

The Zinio newsstand, which contains hundreds of leading magazines from around the world, available to view instantly on-screen, reaches a vast range of consumers. Providing an outlet for publishers to circulate their publications online, today more than 850 digital consumer magazine titles actively sell and deploy their content online, in multiple languages across more than 200 countries.

Rough Guides Marketing & PR Director Liz Statham, said: 'As a travel content provider, we like to engage with Rough Guide readers across a number of different platforms and we're really pleased to be working with Zinio on this.'

Sarah Clegg, Commercial Director at Zinio UK adds: "We're delighted to be working with Rough Guides on producing digital versions of their DIRECTIONS guidebooks. This is Zinio's first digital book offering from the UK and will sit globally alongside the many magazines we publish digitally for some of the UK's biggest publishing houses, including IPC Media and The National Magazine Company."

Rough Guides e-guides:

- Available from: www.roughguides.com/zinio
- Downloaded to a PC or Mac, available globally
- Priced the same as a normal Rough Guides DIRECTIONS guide (£6.99), with 20% off for a limited time
- Destinations include Amsterdam, Dubai, Hong Kong, Las Vegas, London, Madrid, New York City, Paris and Rome.

- Ends -

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About Rough Guides: www.roughguides.com

Rough Guides is a leading publisher of travel information with over 300 travel guides, maps and phrasebooks. An award-winning CoolBrand, passionate for telling it like it is, Rough Guides are respected for their accurate, up-to-date content and informed, contemporary writing. Rough Guides also produce guides to subjects as diverse as Climate Change and the iPhone, and publish downloadable travel podcasts, podscrolls, e-guides and digital maps. Rough Guide travel content is also available on mobile phones in Europe with Motorola and Samsung. For more information visit www.roughguides.com and do as Rough Guides do: Make the most of your time on earth.

About Zinio: www.zinio.com

Zinio is the leading global online publishing, distribution services company, with divisions focusing on digital magazine and book publishing, publisher growth services, retail services, cutting edge research and development and interactive media. Zinio's robust technical platform - featuring a highly desirable online retail store, fulfillment capabilities, secure online and offline reading products, production services and marketing services - enables consumers, regardless of geographic location, to search, purchase and immediately access digital publications, rather than waiting weeks or months for fulfillment and delivery.

Environmentally conscious, Zinio supports sustainability through its partnership with over 850 major consumer brands available digitally and delivered on behalf of 300 plus leading publishers that include in the UK: IPC Media, The National Magazine Company, Incisive Media, Future Publishing, Dennis Publishing, Hello, IDG, and globally, Hachette Filipachi, US News, Readers Digest, Disney, Hearst and National Geographic.