

For Immediate Release

New Political Imprint Founded at Penguin Group (USA)

New York, New York, April 22, 2003 ... Susan Petersen Kennedy, President of Penguin Group (USA), and David Shanks, CEO, jointly announced today the creation of another major new imprint at Penguin Group -- the fourth in the last two years. The new imprint, as yet unnamed, will be dedicated to the publication of books of political opinion and dissent with a conservative perspective. Its founder and publisher will be Adrian Zackheim, who is also the founder and publisher of Portfolio, the company's business book imprint.

Commented Ms. Petersen Kennedy, "Adrian was a logical choice for this new assignment because of his depth of experience in this category. He is widely known as the editor of Newt Gingrich's 1995 blockbuster, TO RENEW AMERICA, and over his career he has also edited and published authors such as Bob Dole, Dame Margaret Thatcher, Ross Perot, and many others to the right of center."

She continued, "In his relatively short time at Portfolio, Adrian has shown us that there can be tremendous value in creating a focused imprint with a clearly defined vision, especially in a category that demands specialized knowledge. Business is certainly one of those categories, and so is conservative political thought."

Mr. Shanks, who plans to play an active part in the acquisition and marketing of the new imprint's books, noted that, "Fairly or not, there's a perception among many conservative thinkers, leaders, scholars, and journalists that the mainstream book publishing industry doesn't really respect their ideas or their audience. We believe that Adrian's track record and enthusiasm will reassure these authors that they will be in very good hands at his new imprint, with the full publishing support of Penguin Group behind him."

Mr. Zackheim said that he intends to start acquiring immediately and aggressively, and that over time he expects his new imprint to publish approximately fifteen titles per year. "Our mandate is to publish books that stand on their own merit, even if they do not conform to a specific party line, and to provide a forum for a wide range of ideas about politics, public policy, and international affairs. There's clear evidence from today's bestseller list that the conservative audience is interested in vigorous debate on the issues of the day."

In addition to Portfolio, other new adult imprints at Penguin Group include Gotham Books (founded by Bill Shinker) and The Penguin Press (founded by Ann Godoff).

Penguin Group (USA) Inc. is the U.S. member of the internationally renowned Penguin Group. Penguin Group (USA) is one of the leading U.S. adult and children's trade book publishers, owning a wide range of imprints and trademarks, including Berkley Books, Dutton, Frederick Warne, G.P. Putnam's Sons, Grosset & Dunlap, New American Library, Penguin, Philomel, Plume, Puffin, Riverhead Books and Viking, among others. The Penguin Group is part of Pearson plc, the international media company.

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