

FOR IMMEDIATE RELEASE

SUSAN PETERSEN KENNEDY,
PRESIDENT OF PENGUIN GROUP (USA), TO RECEIVE
2004 MATRIX AWARD FOR BOOKS

New York, New York, February 2, 2004 ... Susan Petersen Kennedy, President of Penguin Group (USA), is the 2004 Matrix Award Honoree in the Books category, it was recently announced by New York Women in Communications, Inc. (NYWICI). The prestigious annual awards recognize exceptional women who have distinguished themselves in the communications fields of advertising, arts & entertainment, books, broadcasting, magazines, newspapers, online media and public relations.

Susan Petersen Kennedy will be presented with her honor at the Matrix Awards ceremony by actress Ellen Burstyn, author of the forthcoming autobiography, *LESSONS IN BECOMING MYSELF*, from Penguin Group (USA)'s Riverhead Books imprint. This year's Matrix Awards ceremony, which takes place at the Waldorf-Astoria on Monday, April 19, 2004, marks the 75th anniversary of NYWICI. The theme for the 2004 luncheon is: "Women Who Change the World." *Cosmopolitan* and *CosmoGIRL!* will host the awards, and Donna Kalajian Lagani, Senior Vice President & Publishing Director of The Cosmopolitan Group will act as luncheon co-chair. The awards will be followed by a 75th Anniversary Conference on Tuesday, April 20th – "NYWICI Salutes the Most Inspirational Women in Communications."

Since 1970, the Matrix Awards have been presented annually by New York Women in Communications Inc., the city's largest organization of professional women in the communications industry. Founded in 1929, New York Women in Communications, Inc. is a not-for-profit organization of more than 1,000 communications professionals. NYWICI is dedicated to promoting the highest standards and to providing education and leadership for the next generation. The membership encompasses senior executives and other experienced communicators from a wide range of enterprises, as well as young professionals and students.

For more information, including other award recipients, please see the attached press release or visit www.nywici.org.

Page 2 ... Susan Petersen Kennedy, President of Penguin Group (USA), to Receive 2004 Matrix Award for Books

NOTE TO PRESS:

Susan Petersen Kennedy was named President of Penguin Group (USA) in 2001. Penguin Group (USA) is one of the leading consumer book publishers in the nation and is world-renowned for its list of award-winning literary and *New York Times* bestselling authors. Since taking the helm of the company, President Petersen Kennedy and CEO David Shanks have made national headlines with the launch of an unprecedented group of new imprints, including Portfolio, Gotham Books, The Penguin Press, Sentinel and Hudson Street Press. These kinds of bold moves are what set Ms. Petersen Kennedy, Mr. Shanks and their management team apart from their colleagues in the industry. A trailblazer by nature, Ms Petersen Kennedy has developed a reputation in the business as a brilliant visionary with a track record of creating new and successful publishing programs.

She joined the company in 1994 to strengthen its non-fiction presence and to establish her own hardcover and trade paperback publishing house, Riverhead Books. In less than three years, she guided Riverhead from start-up to profitability, assembling a team of editors who both recognize talent and excel at guiding it into the hands of readers. Following the belief that “writers come first,” the imprint has published many award-winning and best-selling authors, including Kathleen Norris, James McBride, Suze Orman, Nick Hornby, Harold Bloom, Rachel Remen, Marianne Williamson, and the Dalai Lama. In addition, she has published on G. P. Putnam's Sons list such bestsellers as *It's Not About the Bike* (Lance Armstrong's story), *Eat Right for Your Type* and *Conversations with God*, which spent over two years on *The New York Times* best-seller list.

After the Penguin Putnam merger in 1997, Mrs. Kennedy was appointed to oversee Viking Penguin. Recent and upcoming Viking Penguin bestsellers include books by Terry McMillan, Nathaniel Philbrick, Jan Karon, Kevin Phillips, Arthur Miller, Helen Fielding, Caroline Alexander, Sue Monk Kidd, and Nobel Prize winner J.M. Coetzee.

From 1982 to 1992, Mrs. Kennedy was Executive Vice President of Random House, Inc. and President of the Ballantine Publishing Group.

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, The Penguin Press, 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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