

Headline: Zinio for Libraries Expands Catalog with Addition of Exclusive U.S. Titles from Bauer Media Group USA

Summary: Recorded Books and ZINIO announce launch of leading U.S. titles from Bauer Media Group USA, exclusively through the Zinio for Libraries service.

Prince Frederick, MD – May 16, 2016 – Recorded Books, Inc. and ZINIO are proud to announce a new partnership with Bauer Media Group USA whereby the publisher's leading digital magazine titles are now available to U.S. and Canadian libraries through the Zinio for Libraries service.

"We are excited to enhance the Zinio for Libraries offering with these top-selling titles from Bauer Media Group USA," said Jim Schmidt, Recorded Books SVP of Sales & Marketing. "Their addition to the existing catalog of almost 4,000 titles will add strength and depth across the key categories of entertainment, women's interest, science and youth, allowing us to further improve the service for our library clients."

Bauer Media Group USA, a leading global media company, sells more magazines at retail in the U.S. than any other magazine publishing company. Their titles launching through Zinio for Libraries include *Woman's World* the, #1 selling magazine at retail in the U.S., along with *First for Women*, *In Touch Weekly*, *Life&Style Weekly*, and *Closer*; all in the top 15 by circulation and retail revenue*.

"We chose Zinio for Libraries to be our exclusive channel as we believe it aligns perfectly with our core brand values," said Sebastian Raatz, Executive Vice President, Bauer Media Group USA. "The combination of Recorded Books' expertise in digital content for libraries and ZINIO's best-in-class digital magazine reading experience will ensure library patrons across the U.S. and Canada can now enjoy the best our magazines have to offer."

In addition to the above titles, *J-14*, the leading teen celebrity magazine in the U.S., *Girls' World* and *Animal Tales* will join the existing selection of youth magazines available on Zinio for Libraries, supplemented by spiritual magazine *Simple Grace* and the must-have *iD (Ideas & Discovery)* for science readers.

"Following the launch of Bauer Media Group USA on the ZINIO Newsstand earlier in the year, it was a natural progression to extend their distribution to the Zinio for Libraries service," said Joan Sola, ZINIO EVP Global Markets. "ZINIO continues to develop valuable strategic channels for our publishers and we are certain that Zinio for Libraries will prove to be a key outlet for the Bauer Media Group USA titles."

[Zinio for Libraries](#), the world's leading digital magazine service for libraries, brings the very best titles to thousands of libraries worldwide. With this service, libraries can create custom collections from thousands of magazines, in multiple languages and genres, from both North American and global publishers. Zinio features full-color, digital editions for instant desktop reading, mobile streaming, and mobile-app download. Patrons are able to select both new and back issues, adding them to their personal collection with no holds or checkout periods. And with personal notifications for their favorite magazines, patrons never miss an issue!

To order the Bauer Media Group USA titles for your existing Zinio for Libraries platform, or add Zinio for Libraries to your library's digital offerings, contact your Recorded Books sales representative, email zinio@recordedbooks.com or call 1-877-828-2833.

* Alliance for Audited Media: Total Average Paid, Verified, & Analyzed Nonpaid Circulation - Report 2nd Half 2015

About Recorded Books, Inc.

Recorded Books is the largest independent publisher of unabridged audiobooks and provider of digital media to consumer, retail, professional, school, library and infotainment markets. The company owns an exclusive catalog of more than 22,000 audiobook titles narrated by professional, award-winning actors. Recorded Books provides digital audiobooks and eBooks, as well as other compelling third-party content, including digital magazines and films, through its proprietary RBdigital Gateway platform. The company operates in the United Kingdom through its W. F. Howes subsidiary and in Australia through its Wavesound subsidiary. Recorded Books, founded in 1979 and headquartered in Prince Frederick, MD, acquired both Tantor Media and HighBridge Audio in 2014. For more information, visit recordedbooks.com.

About ZINIO

ZINIO brings innovation and inspiration to the world of magazine publishers and consumers by delivering the ultimate digital reading experience on any device. As pioneers of the digital publishing industry for over a decade, Zinio leads the digital magazine market in breadth of content and accessibility on any platform.

For magazine consumers, ZINIO operates online newsstands and award-winning iOS, Android, Windows and Kindle apps in more than 30 languages, providing the broadest selection of digital magazines accessible on any platform that can be read online or offline, synced across multiple devices and searched via archival content.

For magazine publishers, ZINIO PRO converts print magazines to digital content through a SaaS platform that transforms PDF to XML, offering publishers complete flexibility in managing and delivering their content in branded, native magazine applications for tablet, smartphone and desktop, in searchable article databases, or through the growing network of ZINIO distribution partners.

The company has delivered 500 million digital magazine editions across more than 6,000 titles from 1,300 publishers in 200 countries to over 10 million customers. Headquartered in New York City, the company has offices in San Francisco, Barcelona, London and Ho Chi Minh City. For more information, visit zinio.com/corp.

About Bauer Media Group

The Bauer Media Group is one of the most successful media companies in the world. More than 600 magazines, over 400 digital products, and 100 radio and TV stations reach millions of people around the globe. The company's portfolio also includes printing companies, postal services and services in the fields of distribution, marketing and media sales. The Group's turnover is stable at more than two billion euros. With a new global positioning strategy, the Bauer Media Group underscores its passion for people and brands. The claim "We think popular." highlights the Bauer Media Group's perception of itself as a

publisher of popular media and provides inspiration and motivation to its more than 11,000 employees in 20 countries.

Having entered the U.S. market in 1981 with the successful launch of Woman's World, Bauer Media Group USA now consists of 10 magazines across several distinct consumer segments: celebrity/entertainment, women's, teen and science/technology.

Bauer Media Group USA now sells more magazines at retail in the U.S. than any other magazine publishing company. Our magazines are sold at a wide range of supermarkets, drug stores, supercenters, convenience stores, bookstores and newsstands across the country. We deliver more shoppers – more efficiently – than any other magazine publisher.

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