

Large Print and Accessible Book Publisher ReadHowYouWant Partners with The Perseus Book Group and Constellation to Create Books for Visually Impaired Readers

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Sydney, Australia, April 30, 2009—Digital publishing innovator ReadHowYouWant (www.readhowyouwant.com) has begun partnering with The Perseus Books Group (www.perseusbooksgroup.com) and Constellation—Perseus' digital service offering (www.perseusdigital.com/constellation)—to create accessible formats of the group's best-selling titles. The Sydney start-up's award-winning conversion technology will repurpose the books into high-quality alternative formats, including 16 to 24 point EasyRead™ large print, braille, e-books, synthesized audio MP3, and DAISY—a talking book format that produces audio along with the written text. The new editions will be available at www.readhowyouwant.com on or near the time of publication and should be a welcome response to the growing demand from the disability community for accessible format books.

Publishers falling under The Perseus Books Group umbrella include imprints Avalon Travel, Basic Books, Basic Civitas, Da Capo Press, Da Capo Lifelong Books, Running Press, Seal Press, Vanguard Press and Westview Press, as well as partnerships with PublicAffairs and with Nation Books. Through Constellation, client publishers distributed by Consortium Book Sales & Distribution, Perseus Distribution, and Publishers Group West will also be given the opportunity to publish in these additional formats with Read How You Want.

"We are pleased to have the opportunity to work with so many outstanding publishers within The Perseus Books Group to make their content accessible and expand the range of content available, while allowing readers to choose the format that is right for them," says Tricia Roth, CEO for ReadHowYouWant.

"We are pleased to be adding the services of ReadHowYouWant to our Constellation digital services program," said Joe Mangan, Chief Operating Officer of The Perseus Books Group. "With their help we can continue our efforts to offer independent publishers more choices to reach readers of all needs and interests."

ReadHowYouWant has also begun partnering with InterVarsity Press and Australian publishers Hybrid Publishers and University of Queensland Press. ReadHowYouWant's publishing partners include Wiley, Random House Australia, Simon and Schuster Australia, Murdoch Books, Berrett-Koehler, Career Press, New World Library, the University of North Carolina, Parallax Press, and Rosen Publishing. ReadHowYouWant's library of over 3,500 books includes classics and recent bestsellers, including *Practicing the Power of Now* and *Stillness Speaks* by Eckhart Tolle, *The Seven Spiritual Laws of Success* and *Creating Affluence* by Deepak Chopra, *Leadership and Self-Deception* by The Arbinger Institute,

Confessions of an Economic Hit Man by John Perkins, and *Being Peace* by Thich Nhat Hanh.

"ReadHowYouWant's goals are to make reading easier and more enjoyable by delivering formats that suit the reader, and to give people with reading difficulties access to books in the formats of their choice at an affordable price, and as soon as the book is published," says ReadHowYouWant's founder Christopher Stephen. For more information visit www.readhowyouwant.com.

About ReadHowYouWant

ReadHowYouWant Pty Ltd and its R&D parent company, Accessible Publishing Systems Pty Ltd are both Sydney, Australia-based privately held companies founded in 2004 by electronic publishing pioneers Christopher Stephen and Greg Duncan. When Chris's sister, who suffers from MS, developed difficulty reading, they began experimenting to determine whether people with reading difficulties could benefit from changing the text format.

After more than four years of testing, ReadHowYouWant has successfully developed award-winning conversion technology that reformats existing books into the widest selection of on-demand, alternative format editions on the market today. Each edition has been optimized for maximum readability. The company's goals are to make reading easier and more enjoyable by delivering formats that suit the reader and to give people with reading difficulties access to books in the formats of their choice—at an affordable price, and as soon as the book is published. For more information visit www.readhowyouwant.com.
