

Penguin Group (USA) Launches Library Lending Pilot Program

Penguin partners with New York Public Library, Brooklyn Public Library and 3M to make Penguin eBooks available to library patrons

Penguin Group (USA), The New York Public Library, and 3M today announced a pilot project that will make Penguin eBooks available to patrons of both The New York Public Library and the Brooklyn Public Library. The pilot program will begin in August and, if successful, could be rolled out across the US.

Under the initial phase of the pilot, eBooks will be made available to libraries for one-year with renewable terms. Library patrons will be able to access eBooks remotely utilizing public-library compatible reading devices. Titles will be available for lending six months after initial publication.

David Shanks, Penguin Group (USA) CEO said, "We have always been committed to libraries and we are hopeful that this experiment will be successful. Our partnership with 3M and the New York Public Library is a first step toward understanding the best means of supporting the growing digital missions of our great library institutions and their sincere desire to bring writers to new readers. Penguin has a long history of broadening access to good quality literature beginning with our founder Allen Lane, who popularized paperbacks in the 1930s. Bringing writers to readers is what we do."

Anthony Marx, New York Public Library President, said, "We are delighted to partner with Penguin and 3M in this historic agreement, which is a powerful first step toward libraries and publishers working together to build a model that meets the needs of our ever-changing society. Since our founding in 1895, The New York Public Library has made it our mission to provide free books and educational materials for all, particularly for those of limited means. As eBooks grow in popularity, libraries nationwide have faced diminishing access to that content. As such, the Library is determined to work together with publishers and authors to craft a fair way to ensure eBooks are available to libraries and their users."

"We are delighted to be collaborating with Penguin and the New York Public Library in order to find an eBook lending model that works for all sides," said Matt Tempelis, global business manager, 3M Cloud Library. "The 3M team is dedicated to bringing the best content to our library partners in ways that work for both the libraries and publishers. This is a great step in that direction."

"We are excited to partner with Penguin Group (USA) to make their eBooks available to our patrons. Brooklyn Public Library's eContent collection currently offers more than 28,000 titles, and in the past fiscal year, we have tripled our eBook acquisitions budget," said Linda E. Johnson, President and CEO of Brooklyn Public Library. "This new partnership will enable us to significantly increase the number of eBooks in our collection and will make it possible for patrons to access Penguin's titles in the format that best suits them."

About Penguin Group (USA)

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 Viking, G. P. Putnam's Sons, The Penguin Press, Riverhead Books, Dutton, Penguin Books, Berkley Books, Gotham Books, Portfolio, New American Library, Plume, Tarcher, Philomel, Grosset & Dunlap, Puffin, and Frederick Warne, among others. The Penguin Group (www.penguin.com) is part of Pearson plc, the international media company.

About The New York Public Library

The New York Public Library is a free provider of education and information for the people of New York and beyond, operating 90 libraries—including research and branch libraries—throughout the Bronx, Manhattan, and Staten Island. The Library system offers free materials, computer access, classes, exhibitions, programming and more to everyone from toddlers to scholars, and has seen record numbers of attendance and circulation in recent years. The New York Public Library serves more than 18 million patrons who come through its doors annually and millions more around the globe who use its resources at www.nypl.org.

About Brooklyn Public Library

Brooklyn Public Library (BPL) is an independent library system for the 2.5 million residents of Brooklyn. It is the fifth largest library system in the United States with 60 neighborhood libraries located throughout the borough. BPL offers free programs and services for all ages and stages of life, including a large selection of books in more than 30 languages, author talks, literacy programs and public computers. BPL's eResources, such as eBooks and eVideos, catalog information and free homework help, are available to customers of all ages 24 hours a day at our website: www.brooklynpubliclibrary.org.

About 3M Library Systems

3M Library Systems is committed to helping libraries thrive by providing cutting edge technologies including RFID, automated materials handling (AMH), self check and security solutions, as well as our latest innovation 3M Cloud Library, the fastest growing eBook Lending Service. Finding the technology solution that is right for each unique library, 3M's promise is to deliver a long-term partnership that is built to exceed expectations. Follow us on Twitter @3MLibrary or visit www.3M.com/us/library.

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