

FOR IMMEDIATE RELEASE

SIMON & SCHUSTER TITLES NOW AVAILABLE THROUGH MOFIBO SUBSCRIPTION SERVICE

Leading global publisher teams up with Scandinavian e-book success

The world-renowned publisher Simon & Schuster has launched a collaboration with Mofibo, the fast growing Scandinavian e-book subscription service. The collaboration brings Simon & Schuster's substantial e-book backlist, from all of its publishing companies worldwide to e-book reading consumers in Denmark and Sweden, where Mofibo recently launched.

NEW YORK, LONDON, COPENHAGEN, September 30—The Danish e-book service Mofibo has experienced great success since its beginning in 2013, and the digital book distributor can now present a new collaboration with one of the world's largest English-language publishers, Simon & Schuster. The addition of Simon & Schuster's backlist adds thousands of crime stories, romances, autobiographies and memoirs, children books, classics and much more for the reading pleasure of Mofibo's Scandinavian consumers, who will now have access to more than 20, 000 English and local language titles.

"Adding Simon & Schuster is a milestone for Mofibo. With their vast catalogue of bestsellers and great authors, we can bring a world of wonderful stories to readers everywhere," says Morten Strunge, who is a Danish entrepreneur and founder of Mofibo.

And Mofibo's mindset holds much more than putting books on a screen: "Our mission is to inspire people to read more. We want to make books more accessible to the world by offering unlimited reading at an affordable price – on any device, whenever and wherever."

Among the more popular writers that will be available as a result of this new partnership are Dan Brown, Cassandra Clare, Ernest Hemingway, Stephen King and many more.

"We are delighted to work with Mofibo and believe that our participation in this subscription service and others will encourage discovery of our books and grow the audience for our authors," says Doug Stambaugh, Vice President, Global eBook Market Development and Strategy, Simon & Schuster.

"Scandinavia has long been an important international market for English language authors, and Mofibo's early success makes evident the strong appetite for content in electronic form," says Ian Chapman, Chief Executive and Publisher, Simon & Schuster UK. "A continental-based subscription service is a wonderful opportunity for reader, author, and publisher alike."

The Danes have welcomed the concept of e-books warmly, and Mofibo has reached an e-book-market share of 60% in Denmark since the launch only one year ago. A million pages are read every day on Mofibo, and just a few days ago Mofibo also launched in Sweden.

About Mofibo

Mofibo is a Danish company established in 2013, who was the first to offer unlimited e-book reading to the Danes. Mofibo offers books to readers of all ages and is accessible from smartphones and tablet. Mofibo can also be accessed from abroad and has recently launched in Sweden.

With a Mofibo subscription you have access to more than 20,000 book titles. The first two weeks are free.

ABOUT SIMON & SCHUSTER

Simon & Schuster, a part of CBS Corporation, is a global leader in the field of general interest publishing, dedicated to providing the best in fiction and nonfiction for consumers of all ages, across all printed, electronic, and audio formats. Its divisions include Simon & Schuster Adult Publishing, Simon & Schuster Children's Publishing, Simon & Schuster Audio, Simon & Schuster Digital, and international companies in Australia, Canada, India and the United Kingdom. For more information, visit our website at www.simonandschuster.com

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