



Press Kit, 2011

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<http://www.simplyaudiobooks.com>

simply audiobooks

“The Netflix of Audiobooks” – Boston Globe, 2006

Rediscover your passion for reading by listening to an audio book today. At Simply Audiobooks, we believe both time and money are precious; it's the guiding principle of our entire company.

We help members make more of their time and money by providing the best online audio book rental service anywhere, as well as offering books on tape and CD for sale and download. We provide book lovers with simple and affordable ways to enjoy the books they want to read, regardless of their busy lifestyles.

History

2003: Simply Audiobooks Inc. revolutionizes audio book access by offering unlimited audio book rentals to both the United States and Canada with free direct-to-door delivery and no due dates or late fees.

2005: We launched downloads via a low-cost monthly subscription and a-la-carte purchases.

2006: We launched the sale of audio books on CD and cassette, giving our customers even more ways to listen to audio books.

2008: We are the largest company to offer consumers rentals, sales and downloads; the most comprehensive range of audio book services. Our customers choose from 20,000 unique titles in 30 categories, buying, renting or downloading according to their needs.

2009: Simply Audiobooks solidifies their position as a market leader in the audio book industry with a ranking of 48th in PROFIT Magazine's ranking of Canada's fastest growing companies.

Locations

Simply Audiobooks is a privately held company with offices in Canada and the United States. Simply Audiobooks can be found online at:

www.simplyaudiobooks.com
www.simplyaudiobooks.ca



Rental Subscriptions

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-- Celeste, Fairfax VA

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Media Trial

Rental Subscription: 1 Month Media Trial

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Questions?

Please contact the friendly Member Services team at 1-877-554-4332 (9am to 5pm EST, M-F) or email

memberservices@simplyaudiobooks.com. Please identify yourself as a member of the media.

Audio Book fact Sheet

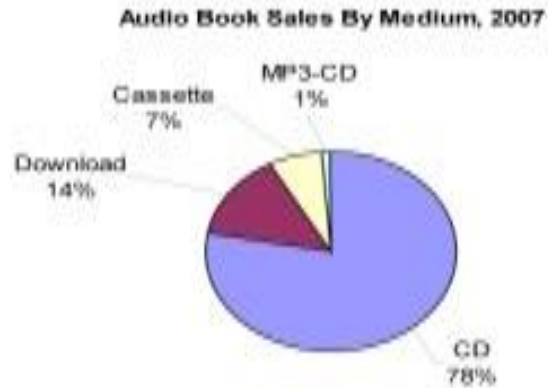
State of the Audio Book Industry

Publishers generally expect that an audio book will account for 10 to 15 per cent of a book's overall sales figures.

In 2004, the Audio Publishers Association (APA) estimated the size of the audio book market at \$800 million. In 2007, this number had climbed to \$923 million, representing 15% growth in just over 3 years.

CDs continue to be the favorite medium for audio book distribution, however, downloads have increased from 6% of sales (2004) to 14% of sales (2007), and is expected to continue to rise, while cassettes and CDs decline.

Nonfiction titles account for approximately 30% of all audio book sales, while Fiction accounts for the remaining 70%. There is a strong preference for Unabridged titles at 74% of sales, with Abridged titles accounting for only 26%.



Audio Books and Commuters

The most popular place to listen to an audio book is in the car. People also report listening at home, at the gym and while doing repetitive tasks at work.

According to the Audio Publishers Association, multi-tasking continues to be the primary benefit recognized by consumers of audio books, especially by those who are driving long distances, traveling, or commuting.



In 2005, the U.S. Census Bureau reported that Americans spend more than 100 hours commuting to work each year, with the overall national average at 24.3 minutes per one-way commute. If the average audio book is 4.4 hours long, a commuter could easily listen to a book a week just while commuting to work.

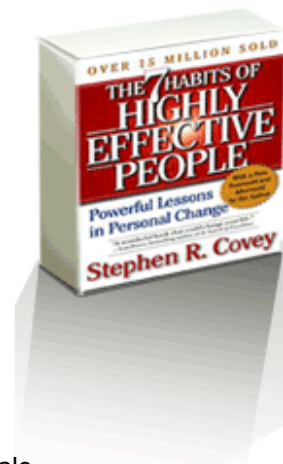
Simply Audiobooks Tidbits...

The most shipped title in our inventory is Honeymoon, by James Patterson, followed by Bill Bryson's, A Short History of Nearly Everything and Blink, by Malcolm Gladwell.

Benjamin Franklin: An American life holds the top spot for most "lost" titles during the shipping process.

Our most popular genre by far is Fiction, with Children's and Business taking 2nd and 3rd place.

The majority of our customers are commuters with an average age of 41 years. Over 20% of our customers reside in the state of California – where commutes are longest. Our customers are evenly split between male and female.



Simply Audiobooks In The News

Recent coverage of Simply Audiobooks includes:



June 1, 2009 – Profit Magazine

Simply Audiobooks ranked 48th in “PROFIT 100”, PROFIT Magazine’s list of the fastest growing Canadian companies.



September 1, 2008 – National Post Newspaper

Reading Profit into Audio E-Book Move



August 30, 2007 - Toronto Star Newspaper

Not on the same page. Audiobibliophile infiltration of book clubs riles some lovers of the written word



April 23, 2007 - Business Week Online

Simply Audiobooks Pumps Up the Volume



December 4, 2006 - Internet Retailer

Simply Audiobooks named one of the Top 50 Retailers on the Internet.



October 18, 2006 - Globe and Mail

Sound Venture: Simply Audiobooks found an on-line niche before entering the bricks and mortar world



September 27, 2006 - PROFITguide

Simply Audiobooks ranked 6th on PROFIT’s “HOT 50” list of Canada’s fastest emerging growth companies



August 13, 2006 - The New York Times

You Say Tom Robbins, I Say Tom Clancy