



**Press Kit, 2009**

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# 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 48<sup>th</sup> 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](http://www.simplyaudiobooks.com)  
[www.simplyaudiobooks.ca](http://www.simplyaudiobooks.ca)



# Rental Subscriptions

**Simply Audiobooks rental subscriptions are the ultimate cure for the common commute.**

*"I have said it before, but it bears repeating. I consider my subscription the best money I spend all year. No other recent decision I have made has made a greater impact on my daily life than deciding to fill my two-hour commute with audio books. I have 'read' 104 books and my commuter stress is non-existent. I find myself looking forward to getting into the car each day."*

*-- Celeste, Fairfax VA*

**Rental Subscriptions:** Simply Audiobooks CD rental program is a through-the-mail subscription service. With a distribution model similar to Netflix, customers never pay late fees, there are no due dates, and shipping is free both ways.



**Plans & Pricing:** Rental plan members can choose to receive up to 4 audiobooks at a time through the mail. We offer both monthly and prepaid subscription options for all price plans.

## Simply Audiobooks Rental Subscriptions

<u>Audiobooks at a Time</u>	<u>*Annual Plan Pricing</u>	<u>Monthly Plan Pricing</u>
1	\$15	\$17.98
2	\$22	\$26.98
3	\$34	\$37.98
4	\$43	\$47.98

\*Monthly prices shown

## Why Join The Rental Club?

- Choose from over 11,000 titles
- Renting saves you money: get unlimited audiobooks for less than the average cost of buying just one audio book at regular price.
- Multi-task: listen on your way to work, on long drives, at the gym, or while doing almost any activity. Audiobooks help you to make the most of your time.
- It's convenient: we deliver audio books directly to your door, and you never pay for shipping.
- No late fees or due dates: whenever you're ready, send your books back to us and we'll send you the next available title from your rental shelf. There's never any rush.

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**Find the books you want, and start listening right away with a Simply Audiobooks download subscription.**

*"I purchased a subscription for my mom who uses audio books on her iPod when she exercises. She loves how easy it is for her to download." -- Beth, Jackson MI*

**Download Subscriptions:** subscription plans allow members to immediately download audiobooks from the Simply Audiobooks download library.

**Plans & Pricing:** Download subscribers choose to receive 1, 2 or 3 credits per month to instantly redeem books from their download list. Our customers can pay annually, or per month for their membership.



## Simply Audiobooks Download Subscriptions Pricing

<u>Download Credits per Month</u>	<u>*Annual Plan Pricing</u>	<u>Monthly Plan Pricing</u>
1	\$13	\$14.95
2	\$22	\$24.95
3	\$28	\$31.95

\*Monthly prices shown

## Why Join The Download Club?

- Choose from more than 10,000 titles (and more added daily)
- iPod compatible audiobooks (DRM-Free)
- Start listening immediately
- Listen on your computer, MP3 Player, or burn to CD

**DRM Free:** DRM, or Digital Rights Management, embeds usage limitations onto CDs and downloads. There is a growing trend toward DRM-free formatting, extending audio book playback capabilities to any MP3 Player (including iPods), smartphones, and both GPS and satellite radio receivers. Simply Audiobooks offers thousands of audio books in DRM-Free format.

## Rental Subscription: 1 Month Media Trial

This is a 1 month trial of our most popular subscription - the 2-Books-At-a-Time Rental. This subscription generally retails for \$26.98/month. This subscription allows:

- Choice from over 11'000 Titles
- Unlimited Rentals
- No Late Fees / No Due Dates
- FREE Shipping BOTH WAYS
- Cancel Anytime



To redeem your Media Trial:

- 1) Go to [www.simplyaudiobooks.com](http://www.simplyaudiobooks.com) and click "Sign Up" to begin registering.
- 2) Apply the promo code "**SABmedia**".
- 3) Select the 2-Selection Rental plan.
- 4) Complete registration. (Note: you must enter a valid credit card for address verification, but will not be charged for the trial.)

## Download Subscription: 1 Month Media Trial

This is a 1 month trial of the 1-Book-Per-Month Download Subscription. This subscription generally retails for \$14.95/month. This subscription features:

- Choice from over 10,000 Titles
- Easy download to any Windows PC or Mac
- Listen on Your Computer or Burn to CD
- Sync to Compatible iPod, MP3 Player, PDA or SMART Phone
- Cancel Anytime



To redeem your Media Trial:

- 5) Go to [www.simplyaudiobooks.com](http://www.simplyaudiobooks.com) and click "Sign Up" to begin registering.
- 6) Apply the promo code "**SABmediaDL**".
- 7) Select the 1 Credit Download plan.
- 8) Complete registration. (Note: you must enter a valid credit card for address verification, but will not be charged for the trial.)

## Questions?

Please contact the friendly Member Services team at 1-877-554-4332 (9am to 5pm EST, M-F) or email [memberservices@simplyaudiobooks.com](mailto:memberservices@simplyaudiobooks.com). Please identify yourself as a member of the media.

# Audio Book Fact Sheet

## State of the Audio Book Industry

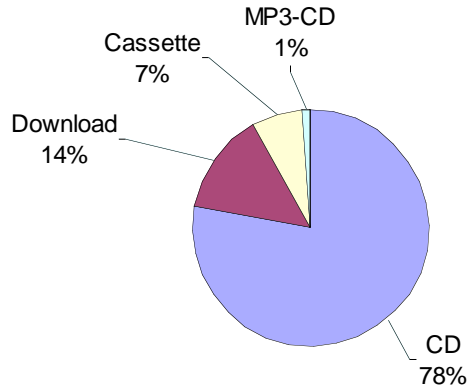
Publishers generally expect that an audio book will account for 10 to 15 per cent of a book's overall sales figures.

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 Book Sales By Medium, 2007



## 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.

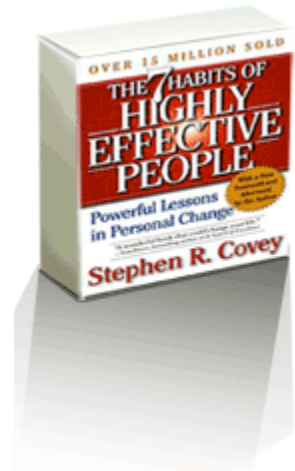
## Simply Audiobooks Tidbits...

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 2<sup>nd</sup> and 3<sup>rd</sup> 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 48<sup>th</sup> 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 6<sup>th</sup> 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