



For Immediate Release  
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## THE DOUBLEDAY PUBLISHING GROUP

### RANDOM HOUSE'S DOUBLEDAY BROADWAY RENAMED THE DOUBLEDAY PUBLISHING GROUP NEW CORPORATE LOGO AND WEBSITE ALSO UNVEILED

(New York NY - May 22, 2008) The Doubleday Broadway Publishing Group, a division of Bertelsmann AG's Random House, Inc., will change its name to The Doubleday Publishing Group effective May 28, it was announced today by Stephen Rubin, President and Publisher of the group. As part of its identity rebranding, Doubleday will also introduce a new corporate logo and unveil a revamped and enhanced website ([www.doubleday.com](http://www.doubleday.com)).

Founded in 1897 by Frank Nelson Doubleday, Doubleday is one of the oldest and most storied publishing houses in the U.S. Today the company is comprised of four divisions with distinct publishing identities—Doubleday, Broadway, Spiegel & Grau, and Waterbrook Multnomah—as well as the imprints Nan A. Talese, Doubleday Business (formerly Currency Doubleday), Doubleday Religion, Image Books, and Flying Dolphin Press. Together, the group's divisions and imprints will publish more than 350 hardcover, trade paperback, and e-books in 2008.

Among the group's bestselling authors are John Grisham, Dan Brown, Suze Orman, Bill O'Reilly, Tina Brown, Sara Gruen, Bill Bryson, Pat Conroy, Ian McEwan, Chuck Palahniuk, Margaret Atwood, Gore Vidal, Jeffrey Toobin, E. Lynn Harris, Pope Benedict XVI, Jonathan Lethem, Hampton Sides, David Bach, Thomas Cahill, Barbara Delinsky, and Frances Mayes.

"With the expansion of our publishing operations and the addition of two new divisions, Spiegel & Grau and Waterbrook Multnomah, we have outgrown the Doubleday Broadway name," said Stephen Rubin. "By simplifying our name and implementing a fresh, bold look, we are able to preserve the strong brand equity of the name 'Doubleday,' while ensuring that our publishing group maintains a clear, forward-looking identity in the marketplace."

The new Doubleday Publishing Group Website harnesses the best practices of the Web 2.0, transcending the familiar catalogue approach in favor of a more dynamic, consumer-friendly one. The new social-network-connected Website, which can be organized according to users' interests, will be continually updated with author news, reviews, and promotions, and will feature author videos and exclusive content, including direct feeds from author blogs.

The new Doubleday Publishing Group logo, created by The Partners, a London-based worldwide brand and identity consultancy, updates the existing typeface and eliminates the iconic graphical element of a dolphin and anchor in favor of a more streamlined, modern look.

The first Doubleday title to carry the new logo will be the new James Bond thriller, DEVIL MAY CARE, by critically acclaimed novelist Sebastian Faulks writing as Ian Fleming. The book will be published on May 28 with a first printing of 250,000 copies.

"Our new logo gives us a bright and sophisticated look, one that visually captures the qualities of innovation, energy, and leadership that are our company's greatest strengths," said John Fontana, Senior Vice President and Art Director for Doubleday.

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DOUBLEDAY BROADWAY SPIEGEL & GRAU WATERBROOK/MULTNOMAH