



RANDOM HOUSE

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**INSIGHT, NEWLY LAUNCHED DIGITAL SEARCH & BROWSING SERVICE,
TO OFFER 5,000-PLUS RANDOM HOUSE, INC. U.S. TITLES**

(New York, February 27, 2007)—In a giant stride forward in the emerging world of digital book search, Random House, Inc., the U.S. division of the world’s largest trade book publisher, has announced the launch of its own online book content search and browsing service, named Insight. Through Insight, Random House will make the text searchable for more than 5,000 of its new and backlist titles from across the company’s U.S. publishing divisions. Random House expects to add several thousand more of its books to Insight this spring.

Insight is live today at www.randomhouse.com.

An engine for online discovery of book content, the Insight service makes available to all users a fixed number of pages of an archived book’s content, which readers can view by either directly accessing the sample pages or entering a search term. It has been developed to serve both retailers and individuals in ways largely new for trade book publishing.

The Insight service will offer any retailer with a web presence the opportunity to offer to their consumers, with minimal effort and resources on their part, a customized search and browsing experience for the available Random House titles. The great prospective benefit for booksellers and Random House and its authors will be the broader availability of the sample book material for prospective purchasers.

Random House has also created an original application, a “widget,” now available on www.randomhouse.com for all titles in the Insight service. Each widget offers the sample material from one of the titles and easily allows anyone to add this material to a blog, personal or retail website, or social network profile by using basic copy and paste functionality. The opportunity to pass along widgets, increasingly known as “syndicable distribution,” will significantly increase awareness and potential readership for these books.

Insight was created entirely by the publisher's own New York-based technology team. Random House alone controls the conversion, archiving, display, and distribution of all its titles on the site.

Andrew Weber, Senior Vice President, Operations and Technology, whose areas of responsibility for Random House, Inc. include new media and information technology, said, "Our goal with Insight is to create a compelling new tool for anyone to have a sampling experience previously unavailable online for these Random House titles. We believe Insight will be an invaluable marketing tool for our publishers, our authors, and particularly our booksellers, as book content sampling frequently is followed by consumer purchase."

Matt Shatz, Vice President, Digital, who oversees all Random House, Inc. corporate new media responsibilities and digital initiatives, added, "We think Insight is an important step as trade publishing works to ensure that books are available to consumers in the places and forms they want them as the industry proceeds into the digital age."

Random House, Inc., the world's largest English-language trade book publisher, publishes many of the foremost and most popular fiction and nonfiction authors in hardcover, trade and mass market paperback, audio, electronic, digital, and other formats. Random House, Inc. (www.randomhouse.com) is the U.S. division of Random House, the book division of Bertelsmann AG, one of the world's leading media companies. Books published by Random House, Inc. have won the most major awards of any publishing company, including the Nobel Prize, the Pulitzer Prize, the National Book Award, and the Newbery Medal. Among the dozens of Random House, Inc. publishing divisions and imprints in the U.S. are the Bantam Dell Publishing Group, the Crown Publishing Group, the Doubleday Broadway Publishing Group, the Knopf Publishing Group, Fodor's Travel Guides, Random House Children's Books, the Random House Publishing Group, and the Random House Audio Publishing Group. Random House's publishing companies in Canada, the United Kingdom, Germany, Spain, Latin America, Australia, New Zealand, South Africa, India, Japan, and Korea are publishing leaders in their territories.

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