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NIELSEN BOOKSCAN ANNOUNCES AGREEMENT WITH RANDOM HOUSE, INC.

Largest of the Major Trade Book Publishers Joins Subscriber List

White Plains, NY, April 14 —Nielsen BookScan, a Nielsen Entertainment company, announced today an agreement with Random House, Inc., the largest American trade book publisher, to join the growing list of subscribers to the retail data service.

Nielsen BookScan's list of subscriber publishers in the U.S. already includes AOL Time Warner Book Group, Harcourt Trade Publishers, Holtzbrinck Publishers, Houghton Mifflin & Co., Hyperion Books, John Wiley & Sons, Inc., Pearson Technology Group, Simon & Schuster, Inc., Scholastic, Inc., W.W. Norton & Co., and over fifty others.

“As a company which prides itself on the quality and scope of our statistical information and analysis regarding the performance of our frontlists and backlists, Random House, Inc. is pleased to have access to Nielsen BookScan data to complement our own,” says Don Weisberg, Executive Vice President, Chief Operating Officer North America, Random House, Inc. “Their data will benefit our publishing and our sales efforts strategically and operationally, enabling us to service our booksellers and our publishers even more effectively.”

“We are very pleased to sign an agreement with America's largest trade publisher,” says Jim King, vice president and general manager of Nielsen BookScan U.S.

Nielsen BookScan's agreements with these partners offer publishers a first-of-its-kind source of aggregated Point-of-Sale data from the retail sales of books. Through their online sales and marketing information system, Nielsen BookScan provides publishers with a detailed analysis of sales information on specific titles by genre, geographic region, market, and other data configurations that can be customized for publishers' individual needs. With this data, subscriber publishers have an instrumental tool for reducing book returns, making better acquisition decisions, identifying emerging marketing opportunities, and even assisting in long-range planning. By helping publishers improve marketing, retailers benefit with more effectively stocked shelves and closer relationships with publishers based on shared accurate information.

Nielsen BookScan provides publishers with data from over 75% of the U.S. retail book market. Their data providers include Amazon.com, Barnes & Noble, Inc., Barnes&Noble.com, B. Dalton, Borders Books & Music, Buy.Com, Costco Wholesale, Ingram Book Company, Hastings Entertainment, Musicland, Target, Tower Books & Records, WaldenBooks, and a growing list of leading independent booksellers.

Nielsen BookScan is the only comprehensive book tracking service for the publishing industry, tracking retail book sales via point-of-sale data. In addition to BookScan, Nielsen Entertainment is home to Nielsen BookData, global leader in bibliographic data and book transaction services, and Nielsen SoundScan and Nielsen VideoScan, which have transformed the music and home video industries respectively by providing them with relevant and actionable point-of-sale information.

About Nielsen Entertainment

Nielsen Entertainment, a division of VNU Media Measurement & Information, combines the resources of Nielsen Broadcast Data Systems (BDS), Nielsen EDI, Nielsen Entertainment Marketing Solutions (EMS), Nielsen NRG, Nielsen SoundScan, Nielsen VideoScan, Nielsen BookScan, Nielsen BookData, and Nielsen ReelResearch to provide market information, creative testing, marketing solutions and analytical tools to the global entertainment industry. This includes measuring box office results; tracking radio station airplay; measuring music, video/DVD, and book sales; and providing specialized market research services for motion pictures and television programming. For more information, please visit www.nielsen.com/nielsen_entertainment.html.

About VNU Media Measurement & Information Group

VNU Media Measurement & Information Group is the global leader in information services for the media and entertainment industries. The Group serves the information and marketing needs of television and radio broadcasters, advertisers, agencies, media planners, music companies, publishers, motion-picture studios, distributors and exhibitors, and the Internet industry. VNU is active in more than 100 countries, spread across all continents. VNU employs more than 38,000 people and has annual revenues of more than EUR 4.3 billion. For more, visit www.vnu.com.

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