

## News from the Random House Publishing Group

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### RANDOM HOUSE PUBLISHING GROUP TO OFFER INDIVIDUAL CHAPTERS FOR SALE ONLINE

The Random House Publishing Group is launching a pilot project to sell individual chapters of a book online, it was announced today by Gina Centrello, President and Publisher of the Random House Publishing Group. This is believed to be the first time a major trade publisher has offered readers the opportunity to buy digitized sections of a book.

The title chosen for this digital download format is Chip Heath and Dan Heath's successful *MADE TO STICK: Why Some Ideas Survive and Others Die*. A creative guide to communicating ideas effectively, it was originally published as a Random House hardcover in January 2007. It appeared on the *New York Times* Advice, How To bestseller list and continues to sell well, with 220,000 copies in print.

Its six chapters and Epilogue will be available as of today for \$2.99 each at [www.randomhouse.com/madetostick](http://www.randomhouse.com/madetostick). The introduction and index will be available at no charge to those who buy at least one chapter.

"The book is an ideal candidate for this pilot program because each chapter offers valuable stand-alone lessons on the key principles that make messages 'stick'," commented Avidah Bashirrad, Deputy Director of Marketing for the Random House Publishing Group, who oversaw the execution of this project. "Its applications go beyond the business community to anyone interested in learning how to deliver information persuasively and memorably."

Consumers who buy a chapter will receive an email with a link for downloading the purchased file, which cannot be shared electronically. Adobe Systems Incorporated is providing the software (Adobe Digital Editions) and service (ADEPT) for fulfillment and copy-protection of these files.

"This test is consistent with our desire to experiment with new business models in order to keep up with the rapidly changing marketplace," commented Matt Shatz, Vice President, Digital, Random House, Inc. "Our goal is to gauge demand for short form electronic content, and to reach consumers who have not already purchased the book."

The Random House Publishing Group is part of Random House, Inc., the U.S. book publishing division of Bertelsmann AG, one of the world's foremost media companies.

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