

Random House LLC Launches Pinterest Top Pins on Select Sites Publisher Boosts Discovery with Pinterest's First Set of APIs

New York, NY, (November 14, 2013)—Today, Random House LLC, a U.S. division of Penguin Random House, announced a partnership with Pinterest to use the service's [first set of APIs](#) (application programming interface) to help people discover popular content. Random House is among a select group of multi-industry companies to work with the Pinterest community to power a new type of discovery experience. This opportunity enables Random House to add unique Pinterest integration throughout its family of websites, allowing visitors to discover a site's most current popular pins. [Randomhouse.com](#) is the first website to showcase this feature with more Random House online sites to soon follow.

The new Pinterest integration provides a richer experience on Random House websites for both Pinners and non-Pinners. Visitors to [Randomhouse.com](#) will easily discover books and authors as they surface through Pinterest activity, and if they see something they like, they can pin directly from the site to save to a Pinterest board. Initial website enhancements include:

- Pinterest Favorites—a display of most popular pins from different time periods
- Prominent links to Pinterest with click-through to related boards

"Random House is thrilled to partner with Pinterest and showcase what's trending on our websites from their community of tens of millions of users, many of whom are avid readers and book lovers," said Christine McNamara, Vice President and Director of Partnerships at Random House. "Pinterest's ongoing innovations in online discovery and community make them an important and desirable partner for our authors and we look forward to continuing to work closely with them on future endeavors."

The partnership follows recent collaboration between Random House and Pinterest on the new article pins. Random House plans to roll out Pinterest enhancements throughout its family of websites and introduce additional features with ongoing availability of Pinterest integrations.

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About Random House LLC

Random House LLC is a Penguin Random House company based in the U.S. Penguin Random House (<http://www.penguinrandomhouse.com/>) is the world's first truly global trade book publisher. It was formed on July 1, 2013, upon the completion of an agreement between Bertelsmann and Pearson to merge their respective trade publishing companies, Random House and Penguin, with the parent companies owning 53% and 47%, respectively. Penguin Random House comprises the adult and children's fiction and nonfiction print and digital trade book publishing businesses of Penguin and Random House in the U.S., U.K., Canada, Australia, New Zealand, and India, Penguin's trade publishing activity in Asia and South Africa; Dorling Kindersley worldwide; and Random House's companies in Spain, Mexico, Argentina, Uruguay, Colombia, and Chile. Penguin Random House employs more than 10,000 people globally across almost 250 editorially and creatively independent imprints and publishing houses that

collectively publish more than 15,000 new titles annually. Its publishing lists include more than 70 Nobel Prize laureates and hundreds of the world's most widely read authors.