

## Zinio Announces Partnership with Plastic Logic to Supply Digital Magazine Content for Upcoming eReader Device

Health Business Week, February 27, 2009 - **Zinio** ([www.zinio.com](http://www.zinio.com)) announced an agreement with Plastic Logic to enable Plastic Logic to have access to its massive, global stable of digital magazines and other digital content. With this agreement, Zinio will provide all members of its broad network (including publishers and advertisers) a new channel of content distribution, sales and engagement. This groundbreaking partnership will enable publisher partners to offset current circulation losses by reaching readers in their homes, at work and on-the-go without changing one aspect of their production process (see also Zinio Llc).

"In preparation for the launch of our industry-leading, large and lightweight eReader, we want our customers to have access to the largest selection of digital magazines on the planet. With that goal in mind, Zinio was the obvious partnership choice," said Plastic Logic Vice President of Business Development, Daren Benzi. "With its large display and intuitive touch screen user interface, the Plastic Logic eReader is an ideal device for magazines. With Zinio, our customers will have access to many of the top consumer titles, along with previously published issues, in addition to leading business periodicals and other content."

"This release comes on the heels of a series of "evolutionary" announcements Zinio clients and partners have made in the past 30 days (See Outside Go Release, Mundial Release and Digital Elements release.).

"The time has come for digital reading to evolve," said Rich Maggiotto, Zinio's CEO and President. "When Zinio was first conceived, it was focused on providing a technology system that enabled people to read magazines on their PC. Today, we have evolved into a company focused on servicing the digital lifestyle of readers worldwide. Zinio represents much more than a technology platform, it represents access inside the world's most prominent digital consumer brands and spans other econtent, including custom content. Our innovation around the presentation and distribution of this content, in lockstep with our publisher partners, will continue at full force."

"As a Zinio publisher partner, I don't have to stay awake at night thinking about how I can increase consumer engagement and distribution while decreasing costs. Zinio does that for me. They have been a true partner to Bonnier and are laser focused on increasing awareness, distribution and sales for my titles, in a cost effective manner," said Terry Snow, Chief Executive Officer of Bonnier, which publishes such popular titles as Popular Science, Parenting and Outdoor Life. "Zinio's partnership with Plastic Logic is just one more of the great benefits of working with them. Personally, I can't wait until these eReaders come to market. This option will significantly change consumer adoption of digital content."

The Plastic Logic Reader is a groundbreaking electronic reader that features a large, thin, lightweight and robust form factor that is about the size of an 8.5 x 11-inch pad of paper and weighs less than many print publications. The Reader is differentiated by its unique and industry-leading plastic display that is based on Plastic Logic's revolutionary plastic electronics technology.

Plastic Logic plans to make its Reader available in trials and pilots with partners and key customers during the second half of 2009, followed by widespread commercial availability in 2010.