



Press Kit, 2009

Media Contact: Heather Boag

905-901-0026 ext. 122

heather.boag@simplyaudiobooks.com

<http://www.simplyaudiobooks.com>



“The NetFlix of Audiobooks” – Boston Globe, 2006

Rediscover your passion for reading by listening to an audio book today. At Simply Audiobooks, we believe both time and money are precious; it's the guiding principle of our entire company.

We help members make more of their time and money by providing the best online audio book rental service anywhere, as well as offering books on tape and CD for sale and download. We provide book lovers with simple and affordable ways to enjoy the books they want to read, regardless of their busy lifestyles.

History

Officially launched in 2003, Simply Audiobooks Inc. revolutionized audio book access by offering unlimited audio book rentals to both the United States and Canada with free direct-to-door delivery and no due dates or late fees.

2005: We launched downloads via a low-cost monthly subscription and a-la-carte purchases.

2006: We launched the sale of audio books on CD and cassette, completing our product offering.

2008: We are the largest company to offer consumers rentals, sales and downloads; the most comprehensive range of audio book services. Our customers choose from 20,000 unique titles in 30 categories, buying, renting or downloading according to their needs.



Locations

Simply Audiobooks is a privately held company with offices in Toronto, Canada; Buffalo, NY; and Las Vegas, NV.

Simply Audiobooks can be found online at:

www.simplyaudiobooks.com
www.simplyaudiobooks.ca

Rental Subscriptions

Rental Subscriptions: Simply Audiobooks CD rental program is a through-the-mail subscription service. With a distribution model similar to that of Netflix, customers never pay late fees, there are no due dates, and shipping is free both ways.

Plans & Pricing: Rental plan members can choose to receive 1, 2, or 3 audiobooks at a time through the mail. Simply Audiobooks offers both monthly and prepaid subscription options for all price plans.

Simply Audiobooks Rental Subscriptions

<u>Audiobooks at a Time</u>	<u>*Annual Plan Pricing</u>	<u>Monthly Plan Pricing</u>
1	\$15	\$17.98
2	\$22	\$26.98
3	\$34	\$37.98
4	\$43	\$47.98

*Monthly prices shown

Like monthly members, annual paying members can cancel at any time. However, should they choose to cancel before the end of their annual subscription, any months of service that have been used will be calculated at the monthly rate, with the remaining balance refunded.

Why Join The Rental Club?

- Choose from over 11,000 titles
- Renting saves you money: get unlimited audiobooks for less than the average cost of buying just one audiobook at regular price.
- Multi-task: listen on your way to work, on long drives, at the gym, or while doing almost any activity. Audiobooks help you to make the most of your time.
- It's convenient: we deliver audiobooks directly to your door, and you never pay for shipping.
- No late fees or due dates: whenever you're ready, send your books back to us and we'll send you the next available title from your rental shelf. There's never any rush.

Rental Club Help: Need help navigating your rental list? Find answers to all of your frequently asked questions here:

<http://www.simplyaudiobooks.com/faq/Rental/1>. Or, contact our friendly Member Services Team toll free, at 1-877-554-4332 (9am – 5pm, EST M – F).

Download Subscriptions

Download Subscriptions: subscription plans allow members to immediately download audiobooks from the Simply Audiobooks download library.

Plans & Pricing: Download subscribers receive up to 3 credits per month to instantly redeem books from their download list. Customers can choose to pay annually, or per month for their membership.

Simply Audiobooks Download Subscriptions Pricing

<u>Download Credits per Month</u>	<u>*Annual Plan Pricing</u>	<u>Monthly Plan Pricing</u>
1	\$13	\$14.95
2	\$22	\$24.95
3	\$28	\$31.95

*Monthly prices shown

Like monthly members, customers who choose to sign up for the annual plan can cancel at anytime. Should they choose to cancel before the end of their annual subscription, any months of service that have been used will be calculated at the monthly rate, with the remaining balance refunded.

Why Join The Download Club?

- Choose from more than 8,000 titles (and more added daily)
- iPod compatible audiobooks (DRM-Free)
- Start listening immediately
- Listen on your computer, MP3 Player, or burn to CD

DRM Free: DRM, or Digital Rights Management, embeds usage limitations onto CDs and downloads. There is a growing trend toward DRM-free formatting, extending audiobook playback capabilities to any MP3 Player (including iPods), smartphones, and both GPS and satellite radio receivers. Simply Audiobooks offers a large catalogue of audiobooks in DRM-Free format. For a complete list of Simply Audiobooks' DRM-free titles, please visit:

<http://www.simplyaudiobooks.com/audio-books-list-genre/iPod+Audiobooks/189/>

Download Help: Simply Audiobooks has an extensive 'Download Help Centre' to ensure our members move smoothly through the download process. Answers to frequently asked questions about downloads can be found here:

<http://www.simplyaudiobooks.com/faq/Download/4>. Or, members can contact our friendly Member Services Team toll free, at 1-877-554-4332 (9am - 5pm, EST M - F).

Rental Subscription: 1 Month Media Trial

This is a 1 month trial of our most popular subscription - the 2-Books-At-a-Time Rental. This subscription generally retails for \$26.98/month. This subscription allows:

- Choice from over 11'000 Titles
- Unlimited Rentals
- No Late Fees / No Due Dates
- FREE Shipping BOTH WAYS
- Cancel Anytime



To redeem your Media Trial:

- 1) Go to www.simplyaudiobooks.com and click "Sign Up" to begin registering.
- 2) Apply the promo code "**SABmedia**".
- 3) Select the 2-Selection Rental plan.
- 4) Complete registration. (Note: you must enter a valid credit card for address verification, but will not be charged for the trial.)

Download Subscription: 1 Month Media Trial

This is a 1 month trial of the 1-Book-Per-Month Download Subscription. This subscription generally retails for \$14.95/month. This subscription features:

- Choice from over 8'500 Titles
- Easy download to any Windows PC or Mac
- Listen on Your Computer or Burn to CD
- Sync to Compatible iPod, MP3 Player, PDA or SMART Phone
- Cancel Anytime



To redeem your Media Trial:

- 5) Go to www.simplyaudiobooks.com and click "Sign Up" to begin registering.
- 6) Apply the promo code "**SABmediaDL**".
- 7) Select the 1 Credit Download plan.
- 8) Complete registration. (Note: you must enter a valid credit card for address verification, but will not be charged for the trial.)

Questions?

Please contact the friendly Member Services team at 1-877-554-4332 (9am to 5pm EST, M-F) or email memberservices@simplyaudiobooks.com. Please identify yourself as a member of the media.

Audio Book Fact Sheet

State of the Audio Book Industry

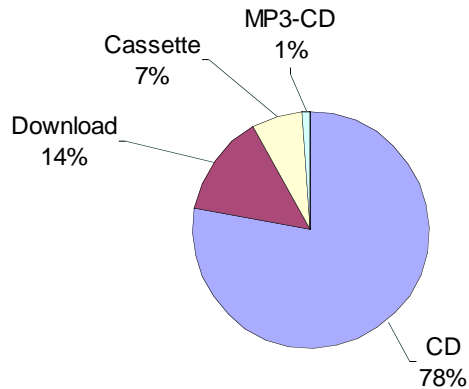
Publishers generally expect that an audio book will account for 10 to 15 per cent of a book's overall sales figures.

In 2004, the Audio Publishers Association (APA) estimated the size of the audio book market at \$800 million. In 2007, this number had climbed to \$923 million, representing 15% growth in just over 3 years.

CD's continue to be the favorite medium for audio book distribution, however, downloads have increased from 6% of sales (2004) to 14% of sales (2007), and is expected to continue to rise, while cassettes and CDs decline.

Nonfiction titles account for approximately 30% of all audio book sales, while Fiction accounts for the remaining 70%. There is a strong preference for Unabridged titles at 74% of sales, with Abridged titles accounting for only 26%.

Audio Book Sales By Medium, 2007



Audio Books and Commuters

The most popular place to listen to an audio book is in the car. People also report listening at home, at the gym and while doing repetitive tasks at work.

According to the Audio Publishers Association, multi-tasking continues to be the primary benefit recognized by consumers of audio books, especially by those who are driving long distances, traveling, or commuting.



In 2005, the U.S. Census Bureau reported that Americans spend more than 100 hours commuting to work each year, with the overall national average at 24.3 minutes per one-way commute. If the average audio book is 4.4 hours long, a commuter could easily listen to a book a week just while commuting to work.

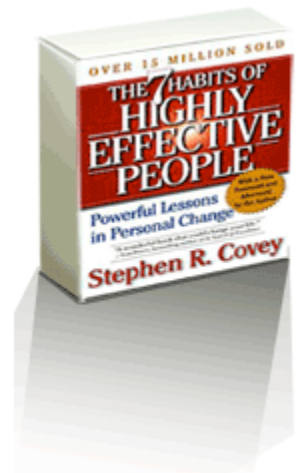
Simply Audiobooks Tidbits...

The most shipped title in our inventory is Honeymoon, by James Patterson, followed by Bill Bryson's, A Short History of Nearly Everything and Blink, by Malcolm Gladwell.

Benjamin Franklin: An American life holds the top spot for most "lost" titles during the shipping process.

Our most popular genre by far is Fiction, with Children's and Business taking 2nd and 3rd place.

The majority of our customers are commuters with an average age of 41 years. Over 20% of our customers reside in the state of California – where commutes are longest. Our customers are evenly split between male and female.



Simply Audiobooks In The News

Recent coverage of Simply Audiobooks includes:



September 1, 2008 – National Post Newspaper
Reading Profit into Audio E-Book Move



October 1, 2007 - Publishers Weekly
Simply Audiobooks to Abandon DRM



August 30, 2007 - Toronto Star Newspaper
Not on the same page. Audiobibliophile infiltration of
book clubs riles some lovers of the written word



April 23, 2007 - Business Week Online
Simply Audiobooks Pumps Up the Volume



December 4, 2006 - Internet Retailer
Simply Audiobooks named one of the Top 50 Retailers
on the Internet.

THE GLOBE AND MAIL

October 18, 2006 - Globe and Mail
Sound Venture: Simply Audiobooks found an on-line
niche before entering the bricks and mortar world



September 27, 2006 - PROFITguide
Simply Audiobooks ranked 6th on PROFIT's "HOT 50"
list of Canada's fastest emerging growth companies

The New York Times

August 13, 2006 - The New York Times
You Say Tom Robbins, I Say Tom Clancy