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Waterstone's Launches New Readers from Sony

Bookseller predicts an explosion in eBook market over next 12 months

Waterstone's is to launch the next generation Reader from Sony models through all its branches and website, offering customers who pre-order one of the digital readers a free download of the new Dan Brown novel, *The Lost Symbol*.

Two new models of the Reader (including one with a touch-screen) can be pre-ordered from Waterstone's from today and will go on sale at Waterstone's on Sept 10th. Waterstone's, which introduced the first Reader, and eBooks, to its customers a year ago, believes the market is set to explode.

"The Reader from Sony is the market leader, and these new models can only bring more people to digital reading. It's very exciting too to be able to give new Reader users a download of what should quickly become the biggest eBook of all time, Dan Brown's *The Lost Symbol*," said Commercial Director Neil Jewsbury.

Waterstone's is predicting the digital book market is set to expand quickly, and believes it will sell its millionth eBook within 12 months. "We speak for our customers when we say that people want to be able to buy the eBook version of a new title the same time as it is released in its printed form," says Jewsbury. Waterstones.com/eBooks has nearly 13,000 titles available for download, including bestsellers from authors such as Stephenie Meyer, Jeffrey Deaver, Chris Cleave and Sophie Kinsella. "We sell an eBook every two minutes, and it is having major new titles from authors such as these, and phenomenal sellers such as the new Dan Brown, which is helping this market to grow. We predict that we will sell our one millionth eBook in 2010."

Waterstone's top ten eBooks since September 2008 are:

1. The Blood Detective by Dan Waddell (ePenguin)
2. The First Apostle by James Becker (Random House)
3. Twilight by Stephenie Meyer (Little, Brown)
4. The Book Thief by Markus Zusak (Random House)
5. New Moon by Stephenie Meyer (Little, Brown)

6. The Other Hand by Chris Cleave (Hodder & Stoughton)
7. Hard Evidence by Mark Pearson (Random House)
8. The Assassini by Thomas Gifford (Random House)
9. Eclipse by Stephenie Meyer (Little, Brown)
10. Looking Good Dead by Peter James (Pan Macmillan)

Waterstone's is the UK's leading specialist bookseller with over 300 branches in England, Scotland, Wales and Northern Ireland, as well as branches in Eire, in Amsterdam and Brussels, on the Isle of Man and Jersey. Its transactional website Waterstones.com was launched in 2006, and there are currently over 2 million holders of the Waterstone's Card. Waterstone's was named Bookselling Company of the Year at the Bookseller Retail Awards 2008.

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