

## WHSmith and Kobo bring WiFi Touch Screen eReader to the UK

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WHSmith has today announced a new partnership in the UK and Ireland with Kobo Inc., a leading global eReading service with over 5 million users in more than 100 countries worldwide.

Kobo Inc., the number one eBook brand in Canada and Australia is known for its extensive eBookstore and market leading eReading devices

The partnership will see over 750 WHSmith high street, airport and railway station stores launching Kobo next week. The Kobo range of WiFi eReaders will start at £89.99 and will include the new Kobo *Touch* at £109.99, the first WiFi touch screen eReader widely available in the UK.

Kobo eReaders offer customers:

- Access to 2.2 million titles
- One million free eBooks
- The latest touch screen e-ink technology
- One of the lightest eReader devices available
- A full size screen with a smaller and more convenient device
- An adjustable font size
- Average of one month's reading on one battery charge
- An expandable memory up to 30,000 eBooks stored

Michael Serbinis, CEO of Kobo Inc. said, *"Kobo has spent the past three years building a strong presence internationally and partnering with WHSmith, one of the UK's leading booksellers, with a proven track record in launching new initiatives, was a natural choice as we look to expand further into Europe"*.

Kate Swann, CEO of WHSmith, said: *"WHSmith is pleased to be working with Kobo to bring its world class eReaders and eBookstore to the UK and Irish markets. The partnership with Kobo further extends our presence in this developing market whilst complementing our physical books business"*.

Kobo devices will launch in WHSmith High Street stores nationwide and a number of WHSmith Travel stores from 17 October 2011.

- Ends -

### **Enquiries:**

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## **Notes to Editors**

The Kobo *Touch* will be the first WiFi touch screen eReader widely available in the UK. With the Kobo signature soft quilted back, its travel friendly size and the latest e-ink technology, reading on the new Kobo eReader is just like reading print on paper – it is glare free, even in bright sunlight.

### **WHSmith:**

WHSmith currently operates from over 1100 stores in the UK and a growing number of international locations, including Melbourne, Delhi and Oman. WHSmith High Street comprises of more than 600 stores and sells a wide range of stationery, books, newspapers and magazines. WHSmith Travel comprises of over 560 travel retail units in airports, railway stations, hospitals, workplaces and motorway service areas and sells a tailored offer to meet the needs of people on the move. Customers can discover the full range of Kobo eReaders and accessories at [WHSmith.co.uk/kobo](http://WHSmith.co.uk/kobo) and browse the eBook range at [WHSmith.co.uk/eBooks](http://WHSmith.co.uk/eBooks).