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FOR IMMEDIATE RELEASE

eBooks Rapidly Increasing in Popularity Among Reading Groups Nationwide



Reading Group Choices Survey Shows 25% of Reading Group Members Now Choosing eBooks; Kindle, Nook and Tablets Show Strong Growth

eReaders: Ignite Your Book Club

eBooks Go Social

Book clubs can now share and discuss book passages, get a read on friends' reviews and to-be-read list, and lend eBooks -- all from the eReader. For tech updates, [subscribe](#) to the free RGC newsletter.

Simplified Preparation

Search by word or phrase to find every occurrence within the book, make notes in the text, highlight and clip key passages, bookmark pages, and export notes for reading group discussions into one inclusive document.

Large Text

Those that wish all books came in large-text editions may have found that the eBook genie has granted their wish. The eBook allows users to change any book to large type or to switch fonts, making reading more pleasurable for those with eye-strain or those who like to read while working out on the treadmill or stationary bike.

Cost

eBooks are frequently lower-priced than their traditional counterparts. Many titles are available for \$9.99 (but this is offset by the initial price tag for the device itself).

Convenience

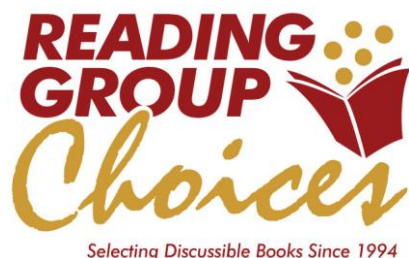
eBooks give series readers instant gratification without the trip to the bookstore. And if a book critic's review piques your interest, you can delve into the first chapter within seconds. This is also good for book club members who are in a rush to finish reading the monthly selection before the next discussion.

(July 18, 2011 Chester, Maryland) Reading group members nationwide are increasingly choosing eBooks and eReaders over traditional print books, according to a survey by **Reading Group Choices (RGC)** a leading online resource for book clubs and a recognized authority on discussible selections.

The *2011 Reading Group Survey* was conducted on their website (www.readinggroupchoices.com) and in a physical mailing from January 1, 2011-March 25, 2011. Thousands of reading groups representing over 200,000 readers were surveyed to ascertain the growth and popularity of eBooks and eReaders.

Results of the survey show that 25% of reading group members are using eBooks; this is an increase of 10 percentage points from 2009.

RGC Owner and Book Club Expert, Barbara Mead, says her subscribers have expressed enthusiasm about incorporating eBooks into the mix. "The use of eBooks in concert with printed books only serves to reaffirm book clubs' passion for literature. And eReaders are a great investment for avid readers who are consuming books well in excess of their reading group selections or for book club members with a dwindling amount of free shelf-space." Daily commuters on public transit will also appreciate the light weight and easy storage of their e-books, and many readers may enjoy being able to keep their reading choices private even on a crowded subway.

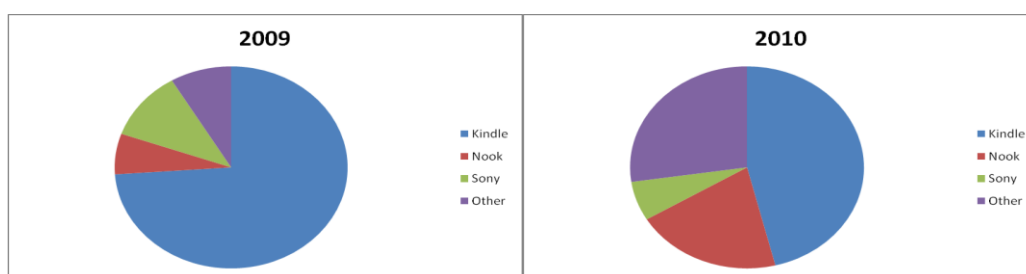


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eBooks Rapidly Increasing in Popularity Among Reading Groups Nationwide (cont.)

Among reading group members using eBooks, most eBooks were read on the Amazon Kindle (59%), with the Barnes & Noble Nook now in second place at 26%. The Nook is rapidly catching up, however---up from just 7% in 2009. Usage of tablet computers as eReaders exploded last year. RGC's survey shows almost 20% of reading group members who read eBooks used a tablet!



Data was developed from 2009 and 2010 reading group surveys by RGC surveying thousands of reading groups representing well over 200,000 reading group members.

“The use of eReaders--at least in combination with printed books--is inevitable, as they provide a number of advantages for the 21st Century multitasking lifestyle and culture. Though nothing will take away from the physical community of book clubs, the features of an eReader are endless, particularly from the social integration standpoint,” Mead acknowledges.

Printed-Books Still King with Reading Groups

Despite the growing popularity of eBooks and eReaders, the vast majority of reading groups still prefer the printed book. Only 21% of those surveyed by RGC reported reading all, or even most, of their books on eReaders. Currently, romance fiction is the genre most frequently read in eBook format (60% of all titles purchased in eBook format.) “Some book groups don’t find this genre as discussible as literary fiction or memoirs, for example, so I’m curious to find out more from our book clubs,” Mead says. She intends to ask her subscribers about this and other trends in coming weeks and months.

New technology has made eBook screens as easy to read as their traditional counterparts. Browsing, buying, and downloading eBooks is fast, easy, and inexpensive. However Mead warns, “One disadvantage – although the selection of eBooks is enormous, many of the publishers’ backlists are still not available in the digital format accessible on some eBooks.”

Reading Group Choices, a recognized authority in discussible book club selections, provides a multitude of fun and useful resources for book clubs on their website including their annual guide, *Reading Group Choices 2011: Selections for Lively Book Discussions*, now in its 17th edition (\$6.95). [Subscribe](#) to the RGC e-newsletter for a comprehensive review of their book recommendations, chances to win free books, upcoming book festivals, and tips for book club hosts. Mead has recently launched several initiatives that offer book clubs unprecedented access into the lives and work of writers, forging the author-reader bond on her blog, [On the Bookcase](#). Explore their website at (www.readinggroupchoices.com). [Connect on Facebook](#), or follow [@ReadingGChoices](#) on Twitter.