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INTEREAD PARTNERS WITH ARGOS

UK's largest catalogue retailer to sell COOL-ER ereader



Reading, England —August 18, 2009—Only months after its worldwide launch, Interead Ltd., maker of the COOL-ER ereader, today announced that it has partnered with Argos, a leading UK catalogue and online retailer of consumer products, to sell COOL-ER e-readers.

The distribution partnership is the first announced by Reading-based Interead, which launched the COOL-ER on in May. COOL-ER is available from Argos now.

“We are delighted to be working with Argos due to the company’s vast consumer reach, and its history with worldwide brands,” said Interead Founder and CEO Neil Jones.

“Initial feedback has been overwhelming, and we’re excited to make COOL-ER available through a premier UK retailer.”

COOL-ER works in every country on the planet and will be available from Argos in hot pink, black and silver. It supports books written in English, Spanish, Portuguese, German, French, Russian, and Traditional & Simplified Chinese, and books from COOL-ER’s companion online bookstore, COOLERBOOKS.com, can be shared with up

to four other readers to let friends and families share the works they love. Weighing in at only 178 grammes—less than a paperback—COOL-ER supports books in all of the most commonly used ebook formats.

For more information, log on www.interead.com

About Interead

Based in Reading, England and Miami, Interead and COOL-ER are the creation of seasoned entrepreneur Neil Jones. COOL-ER is the lightest and most affordable ereader available, and accommodates popular formats including MP3, PDF, EPUB, FB2, RTF, TXT, HTML, PRC (non DRM), JPG, GIF, BMP. For more information, log on to www.interead.com.

About Argos

Argos is a unique retailer recognised for choice, value and convenience. It sells general merchandise and products for the home from over 700 stores throughout the UK and Republic of Ireland, online and over the telephone. In the last financial year, Argos sales grew nearly 4% to £4.3 billion and it employed some 33,000 people across the business.

Argos serves over 130 million customers a year through its stores. On average, 17 million UK households, or around two thirds of the population, have an Argos catalogue at home at any time. Argos expects to add around 25 stores this year. Its Internet site, www.argos.co.uk, was the most visited high street retailer online in the UK in 2007. Argos is part of Home Retail Group, the UK's leading home and general merchandise retailer

