



## **INTERREAD EMPHASIZES POSITIVE ENVIRONMENTAL IMPACT OF EREADERS**

**Las Vegas—January 4, 2010**—As companies everywhere examine ways to reduce their carbon footprint, Interread, makers of the COOL-ER line of ereaders, today highlighted aspects of their exhibit booth at the 2010 International CES® in Las Vegas, which is designed to build on the positive impact ereaders have on the environment and on communities.

With the book industry recycling only 5% of the paper it uses and up to 35% of books printed for consumers being returned to publishers and ending up in landfills, ebooks and ereaders clearly have the potential to make a significant positive impact on the world around us.

Following on its commitment to maximise the constructive influence of its products, Interread selected a Sustainable Exhibit Solutions package from GES, which includes insert panels that are Forest Stewardship Council (FSC) certified and formaldehyde-free, shelves and counters made from formaldehyde-free particle board, and eco-friendly carpet.

In addition, Interread has purchased books from several local Las Vegas thrift stores to use at the booth in illustrating the number of books that can be carried in a COOL-ER e-reader. After the show, these books will be recycled by way of donation to local libraries and schools.

Neil Jones, Interread's CEO, commented: "We take our responsibility to the environment we all share and to local communities around the world seriously. In 2010, we will be expanding our program to work with schools and community organisations to make ereaders available and to provide content to readers worldwide in the most environmentally friendly manner possible."

Interread operates the world's largest ebook store, COOLER-EBOOKS.com, which offers more than over 2 million ebooks in addition to more than 1,400 newspapers and magazines through a partnership with NewspapersDirect. Designed by readers, for readers, COOLER-EBOOKS accommodates 19 document formats, the broadest range of formats on the web, including the

ubiquitous EPUB and PDF. In addition to the latest ebook releases for sale on the site, COOLER-EBOOKS offers more than 1 million of free ebooks through a partnership with Google.

For more information, visit [www.COOLER-EBOOKS.com](http://www.COOLER-EBOOKS.com).

**About Interead**

Based in Reading, England and Miami, Interead and COOL-ER are the creation of seasoned entrepreneur Neil Jones. COOL-ER, the line of lightest and most elegant ereaders available, works in nine languages, comes in multiple colours, and accommodates all popular ebook formats. For more information, visit [www.Interead.com](http://www.Interead.com).

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