



INTERREAD ANNOUNCES NEW COOL-ER EREADER MODELS

Las Vegas—January 4, 2010—Interread, makers of the COOL-ER line of ereaders, today announced new models that will be introduced at the 2010 International CES® in Las Vegas.

- At only 6.7" x 4.6" x 0.41" (170 mm x 117 mm x 10 mm), the amazingly affordable and portable **COOL-ER Compact** has the smallest footprint of any ereader while still maximising the reader experience with a 6" E Ink® screen. With 2GB onboard memory (expandable via SD card to 6GB total), it easily holds thousands of ebooks.
- **COOL-ER Classic**, the lightest and most elegant ereader currently available, has quickly become a favourite of readers around the world, and will be offered in exciting new colours.
- Weighing in at only 5.8 ounces (164 grams), **COOL-ER Connect** adds the convenience of WiFi and ease of a touch screen, ideal for readers on the move.
- Available in mid-2010, **COOL-ER 3G** adds robust 3G connectivity to the ereader experience to download 1,400+ periodicals and 2 million + books wherever they are.

All COOL-ER ereaders come in numerous vibrant colours, which now include Midnight Blue and Orange Crush, bright new additions to the colour line-up. Working in every country on the planet, COOL-ER ereaders support ebooks in every language and have menus in English, Spanish, Portuguese, German, French, Russian, Japanese and Chinese, and also support multiple zoom levels to create a customized and comfortable reading experience.

COOL-ER Classic is currently available from premier global retailers and www.COOLREADERS.com. **COOL-ER Compact** and **COOL-ER Connect** will be available in Spring 2010, and **COOL-ER 3G** will be available in mid-2010.

Any of the more than 2 million books from COOL-ER's companion online bookstore, COOL-ER-EBOOKS.com, can be shared with up to five other readers to let friends and families share the works they love. COOL-ER works with ebooks in all commonly used ebook formats, including EPUB and PDF.

Neil Jones, Interead's CEO, commented: "As we have seen the ereader market evolve over the last year, it has become clear that the ereader is now a lifestyle device—not just a niche gadget. As such, it's important that we offer a range of ereaders to accommodate a variety of preferences and reading habits, and this product range does just this."

For more information, visit www.COOLREADERS.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.

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