



## Press release



### This Christmas, curl up with a COOL-ER

*... Stylish and affordable ereader is the perfect present for all the family this festive season...*

**Reading, England:** This year, ereaders are set to be the must-have Christmas gift for literature lovers and gadget fans alike – and the colourful COOL-ER ereader from young British company Interead is set to be one of the most desirable stocking-fillers this season. Designed to be the most simple, affordable and stylish way for book lovers to enjoy hundreds of books at home or on the move, the COOL-ER is fast gaining huge popularity thanks to its striking design and simplicity.

The COOL-ER has been designed by readers, for readers. Capable of holding more than 800 ebooks (with the option to add extra storage), this Mac- and PC-compatible device is 45% lighter than most other ereaders and comes in a range of eight colours from Hot Pink to Silver Shine. E-ink technology makes the COOL-ER screen mimic an ordinary book page, and a single charge can allow you to enjoy over 8,000 button clicks. So, whether you're buying for bookworms, students, travelers or tech fans, the COOL-ER is bound to bring them some serious Christmas cheer.

'Ereaders are undoubtedly the must-have gadget for this Christmas season, and the COOL-ER is the most colourful and straightforward model on offer,' says Neil Jones, Founder and CEO of Interead and avid book lover. 'It isn't just designed for tech lovers – it's a great gift for book lovers who would love to have all their best-loved titles to hand, wherever they are. COOL-ER is affordable, accessible and, best of all, it looks great as well. This is the ultimate present for literature lovers, not just tech fanatics.'

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The COOL-ER supports 19 types of document format including EPUB and PDF, and MP3 for music and audio books. The COOL-ER is priced £189 including VAT and delivery within the UK and is available from [COOLERBOOKS.com](http://COOLERBOOKS.com).

Visit [www.interead.com](http://www.interead.com) for more information, or visit [COOLERBOOKS.com](http://COOLERBOOKS.com) to find your favourite titles, old and new.

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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, is both MAC and PC compatible, and accommodates popular formats including EPUB, PDF, MP3, FB2, RTF, TXT, HTML, PRC (non DRM), JPG, GIF, BMP. [COOLERBOOKS.com](http://COOLERBOOKS.com) holds the largest selection of ebook formats in the world.

