



Press release

COOL-ER: the ereader for literature lovers



... designed by readers, for readers.....

Reading, England - August 2009: Young British company Interread introduces the COOL-ER, a new ereader 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 combination of striking design and simplicity is set to make COOL-ER one of the most desirable gadgets of 2009.

Crucially, 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. Better still, you can read in direct sunlight. A single charge can allow you to enjoy over 8,000 button clicks. And, unlike other ereaders, the durable plastic casing won't get hot when you leave your holiday read on the sun-lounger, making the lightweight COOL-ER your perfect travelling companion.



'COOL-ER has been designed primarily with the reader in mind,' says Neil Jones, Founder and CEO of Interread and avid book lover. 'COOL-ER isn't just designed for technologists – it's designed for ordinary book lovers who would love to be able to carry a whole library of their best-loved books in their suitcase or handbag. It's not about wi-fi and other bells and whistles. It's all about making ebooks affordable, accessible and also making ereaders look great. This is the ultimate device for literature lovers, not just tech fanatics.'

The COOL-ER supports 9 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 coolreaders.com.

Visit www.interread.com for more information.

- Ends -

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About Interread

Based in Reading, England and Miami, Interread 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 holds the largest selection of ebook formats in the world.