



FOR IMMEDIATE RELEASE

## INTEREAD AND D&H SIGN DISTRIBUTION AGREEMENT FOR COOL-ER™ EBOOK READERS

*Interead appoints D&H as its strategic wholesale distribution partner in the USA and Canada for its COOL-ER eReaders*

**Reading, UK and Harrisburg, PA—February 25, 2010—** D&H Distributing Co., the major North American computer products and consumer electronics distributor, today announced it has entered into an agreement with Interead Ltd, makers of the light and trendy COOL-ER line of electronic book readers for wholesale distribution of the product across North America.

Currently one of the hottest digital consumer electronics categories, the *eReader* market is expected to grow from \$1.3 billion in revenue in 2010 to \$2.5 billion by 2013, according to a recent report from Yankee Group ([www.yankeegroup.com](http://www.yankeegroup.com)).

COOL-ER, first launched worldwide in May 2009, comes in ten eye-catching colors and supports eBooks written in English, Spanish, Portuguese, German, French, Russian, Japanese and Traditional and Simplified Chinese. Books from COOL-ER's companion online bookstore, [www.COOLERBOOKS.com](http://www.COOLERBOOKS.com), can be shared with up to five other readers to let friends and families share the works they love. Weighing in at only 5.6 ounces—less than a paperback—COOL-ER supports books in all of the most commonly used eBook file formats including ePub and PDF.

"We believe the COOL-ER will have a wide appeal to many of our education and digital lifestyle-focused retail customers," said Rob Eby, vice president of purchasing at D&H. "This is an engaging brand that differentiates itself with a range of colors and a stylish footprint. We're happy to support Interead's eReader technology, especially in light of the huge industry buzz this category has commanded in the past year."

Neil Jones, Interead CEO, commented: "We are thrilled to be working with D&H as our strategic wholesale distribution partner. Their presence and record of success, particularly in the Education market, is crucial to our continued market expansion, as we anticipate great demand from this high double-digit growth category."

For more information, visit [www.dandh.com](http://www.dandh.com) and [www.Interead.com](http://www.Interead.com).

### **About D&H Distributing**

As the nation's leading technology distributor, D&H provides a wealth of resources to empower the dealer, installer, and reseller channel, delivering a broad selection of categories, products and applications. The company's offerings span the areas of consumer electronics, home entertainment, home networking and automation, small office/home office, video surveillance, digital imaging, video-gaming and more. D&H's multi-market expertise, account-dedicated sales teams, sterling service and flexible financing options are unmatched in the industry.



With an impressive 92-year history serving as a trusted advisor to the consumer electronics supply channel, D&H has been able to consistently reinvent itself based upon changing market conditions. The company prides itself on creating business partnerships with an astute focus on ease-of-doing-business, relationships, value, performance and service.

D&H ships out of five separate locations in North America, including its US headquarters in Harrisburg and its Canadian headquarters in Mississauga, Ontario. Additional US warehouses are located in Atlanta, GA; Chicago, IL; and Fresno, CA. Call D&H toll-free at (800) 340-1007 or visit: [www.dandh.com](http://www.dandh.com)

### **About Interead**

Based in Reading, England and Miami Florida, Interead and COOL-ER are the creation of seasoned entrepreneur Neil Jones. COOL-ER, the lightest and most elegant *eReader* available, works in nine languages, comes in ten colors, is backed by the world's largest online eBook store [www.COOLERBOOKS.com](http://www.COOLERBOOKS.com), and accommodates all popular industry eBook file formats including ePUB and PDF. For more information, visit [www.Interead.com](http://www.Interead.com).

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