



## Interread

### Company profile

The Interread story began when former banker, entrepreneur and book fanatic Neil Jones started writing his own novel in June 2008. After spending time working with literary agents he discovered the enormous potential for e-publishing, and in turn realized that the time for an 'iPod moment' in the ereader industry was, in fact, now.

Frustrated with unwieldy and expensive ereaders that restrict both readers' choice and ability to share books, Neil assembled a team to design the COOL-ER ereader: lighter, more affordable (not to mention colourful) and perfect for everyday use. And so, Interread was born. It took just four months for the COOL-ER to go from an idea to reality, an extraordinary feat for this young team. Developed by readers, for readers, the COOL-ER device was all about enjoyment and accessibility – unlike other ereaders it allows users to purchase ebooks from any source, in eight languages.

Neil was adamant that these values would also be reflected in COOLERBOOKS.com, the ebookstore launched alongside the COOL-ER in May 2009. Within 4 months of launch COOLERBOOKS.com has become the first ebookstore outside the US to partner with Google to include over 1 million public domain books (close to half a million outside the US) from Google Books in its online library. The website offers titles in several formats, meaning that you don't have to have a COOL-ER device to enjoy COOLERBOOKS.com content. In fact, you don't have to have an ereader at all.

Based in Reading, there are currently X members of the Interread team. And, while they might have quite different tastes in literature, they share some common goals. The company's mission is to be one of the leaders in the ebook and ereader arena by the end of 2010, by developing the coolest, smallest and fastest ebook readers in the market. Interread also aims to have the largest ebookstore and most innovative e-publishing house in the world by this time.

For interviews with Neil Jones, please see contact details below.

Visit [www.COOLERBOOKS.com](http://www.COOLERBOOKS.com) or [www.interread.com](http://www.interread.com) for more information.



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### **Editor's Notes**

#### **Press contacts:**

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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.