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FOR IMMEDIATE RELEASE

Flipboard Launches New Books Section And Integrates Apple's iBookstore to Further Book Discovery

November 15, 2012 – Palo Alto, Calif. – Today, Flipboard introduces a new way to browse books. Launching with sections about books, readers can browse through literature, cookbooks, travel guides and other categories, and easily buy titles directly from the iBookstore. The new sections give readers a fun new way to discover interesting and exciting books by simply flipping through catalog-like pages full of books.

“Buying a book is simple, but finding a book that interests you is hard. There are so many great books out there, waiting to be discovered,” said Christina Mace-Turner, head of publisher partnerships at Flipboard. “By surfacing books available on the iBookstore on Flipboard, readers will encounter great books naturally, alongside the kinds of content they're already reading about, so they can explore popular books as well as discover the many thousands of amazing books in the long tail.”

The book sections are now available in ten countries: there are 25 customized and localized sections for the United States, Canada, the United Kingdom, Australia, Brazil, France, Germany, The Netherlands, Italy, and Spain. Sections range from Fiction & Literature, Biographies & Memoirs, Business books, Cookbooks, Travel and more. Each title includes the publisher's description and a link to the book's page on the iBookstore

so when readers discover interesting books, they can buy them frictionlessly on iOS and easily add them to their iBooks Library on iPad, iPad mini, iPhone, or iPod touch.

Flipboard is available for free from the App Store on iPhone, iPad and iPod touch or at www.itunes.com/appstore.

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