



EGMONT UK UNVEILS NEW LOOK MR GUM WEBSITE FOR WORLD BOOK DAY

LONDON, 27 February, 2009: Egmont, the UK's top specialist children's publisher of books and magazines, is launching a new look website for fans of the award-winning Mr Gum books in time for World Book Day on March 5th.

The redesigned fansite - www.egmont.co.uk/mrgum - will support the publication of the new special edition World Book Day £1 book – 'Mr Gum in The Hound of Lamonic Bibber' written by Andy Stanton and illustrated by David Tazzyman.

The site has new features including a news ticker tape and book carousel plus simpler navigation and brand new content including more Q&A's in the popular 'Ask Andy' section and easier access to the 'Lamonical Chronicle' newsletter and competitions.

Jo de Lange, Digital Director, Egmont UK said: "The Mr Gum website was first designed in 2007 and is constantly growing in popularity with each new book and award win. It's important that we give the legions of Mr Gum fans regular new content and the opportunity to have their questions answered by their favourite author – **together with the games** this is one of the most popular features on the site."

The Mr Gum books have won numerous awards including: the very first Roald Dahl Funny Prize (2008), Red House Children's Book Award (2007), The Blue Peter Book Award (Most Fun Story with Pictures 2008), Richard and Judy Children's Books (7+ Choice).

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Notes to Editors overleaf

EGMONT

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ABOUT EGMONT UK

Egmont is the UK's top specialist publisher of books and magazines for children, with three award-winning divisions selling 30 million books and magazines each year: Egmont Magazines, Egmont Press (fiction and picture books) and Egmont Publishing (licensed character books).

Books - The UK's number 1 publisher of books for children, Egmont UK's diverse catalogue caters for children of all ages, featuring popular licensed characters such as Winnie-the-Pooh, Thomas & Friends, Postman Pat and Mr Men; an impressive picture book list with stars such as Helen Oxenbury; and an award-winning fiction list featuring authors such as Michael Morpurgo, Michelle Magorian, William Nicholson and Andy Stanton. Egmont is also the UK publisher of A Series of Unfortunate Events by Lemony Snicket.

Magazines - Egmont Magazines is a leading publisher of magazines for children aged 3-12. The company has a growing own brand portfolio (number 1 girls' pre-teen magazine Go Girl and boys' lifestyle title Toxic plus two websites), as well as an extensive range of licensed magazines including Disney Princess, Barbie, Dora the Explorer, Thomas the Tank Engine and Fireman Sam.

Ethical Egmont - At Egmont UK we take our responsibilities as a children's book publisher very seriously and work hard to ensure that all our books are designed and produced to be fun, safe, excellent quality and are made fairly.

Our determination to make sure that we use legally harvested and sustainable forest sources resulted in the Egmont Grading System© for sustainable paper in 2005. This was something we wanted to share with our industry, so in 2006 we helped to set up the Publishers' Database for Responsible Environmental Paper Sourcing (**PREPS**). We're proud to say that this ground-breaking standard has so far been adopted by 60 per cent of UK publishing companies.

For us, sustainable forestry is just one part of the work we do. We employ a dedicated Product Safety Manager and we work closely with our suppliers to ensure high ethical standards. In 2003, Egmont UK joined 10 other publishers to form **prelims**, (Publishers Resolution for Ethical International Manufacturing Standards). Prelims is an umbrella organisation for companies working in the international book trade who are concerned that the books that they sell are ethically produced.

The Egmont UK group of companies includes Egmont USA, launched in 2007 and joint-venture Hardie Grant Egmont in Australia.

Egmont UK is part of the Egmont Group, one of Scandinavia's leading media groups, with activities including film, TV production and interactive games. Egmont has activities in 30 countries, and 8000 employees reaching revenues of EUR 1.49 billion in 2007.

www.egmont.co.uk