

Audio Editions®

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AUDIO EDITIONS ACQUIRES AUDIO BOOK CLUB ASSETS, BECOMES WORLD'S LARGEST AUDIOBOOK CATALOG RETAILER

Auburn, CA, October 30, 2007--Audio Editions today announced that it has acquired the exclusive license for the use of the Audio Book Club company assets, including its brand, website and customer list. The agreement establishes Audio Editions as the world's largest catalog seller of general interest audiobooks.

Publishers will benefit from the increased direct-to-consumer marketing of audiobooks by Audio Editions to Audio Book Club (ABC) customers. ABC customers will receive Audio Editions' exceptional customer service and wide title selection from all major audiobook publishers. Audio Editions requires no membership commitment or obligations of its customers.

Grady Hesters, CEO of Audio Editions, said of the deal's impact: "We are delighted to welcome Audio Book Club customers to the Audio Editions family, and we look forward to extending our consummate customer service to these discerning audiobook listeners. The addition of ABC members to our existing customer base gives Audio Editions the largest mail-responsive audiobook customer list in existence, and I assure all of our valued customers that we will remain the best."

The license was brokered by Seth Gershel, recognized as a pioneer in the audiobook industry and a consultant at Seth D. Gershel LLC, which focuses on publishing and business development. According to Mr. Gershel, "This deal also brings benefits to the larger audiobook industry, as more customers will be contacted with greater frequency and offered a wider range of titles. The industry knowledge and entrepreneurial drive of Audio Editions makes this company uniquely qualified to serve these audiobook customers well into the future," said Gershel.

The ABC list includes customers from the previous acquisition of the Columbia House and Doubleday Direct audiobook clubs by MediaBay, Inc., the original parent of the Audio Book Club.

Audio Editions' promise for twenty-two years has been to be "the complete source for audiobooks with a shopping experience equal to the pleasure of hearing a good book read well" said Mr. Hesters. Audio Editions offers its customers over 20,000 audiobook titles from all of the major

publishers in 16 new catalog issues each year. He adds, “With this deal we simply get bigger, better and more able to contribute to this growing audiobook business.”

About Audio Editions:

Audio Editions, a division of The Audio Partners, Inc., combines an expertise in the catalog and direct mail marketing of audiobooks with decades of publishing industry knowledge. Grady Hesters, CEO, is a respected leader in the audiobook industry. Beginning with Newman Communications in the 1980s, Hesters was one of the first to place audiobooks into retail outlets, and was a founding member and later president of the Audio Publishers Association trade group. He and his wife Linda Olsen created Audio Editions to bring audiobooks directly to a growing list of avid listeners.

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