

## Lexibook and Franklin join forces in the UK and French markets.

Lexibook and FEP Holding Company LLC, the owner of the Franklin branded trademark join forces for the distribution of the Franklin branded reference works in the UK and French markets.

Lexibook will take over the distribution of the Franklin award winning electronic reference products from Seiko U.K. Limited and Franklin French subsidiary to continue the legacy of over 30 years in these countries.

### A world of knowledge in your hands

For more than 30 years Franklin's line of handheld reference works has been a mainstay at major retailers throughout the UK with its dictionaries, puzzle solvers, translators and spellcheckers. Lexibook already distributes its own line of products to like retailers throughout the UK and France.

This distribution marriage should assure both retailers and consumers an un-interrupted supply of these well recognized products. Lexibook intends to be distributing its first Franklin products this spring in the U.K. and in France.



Franklin electronic reference products (using data supplied by Collins, Larousse and a variety of other publishers) will combine with Lexibook's diverse range of consumer products.

Franklin's and Lexibook's products are currently throughout the UK and France at major retailers and booksellers such as Argos, WH Smith, Ryman's, FNAC, Boulanger, Leclerc, Amazon and others.

## A meaningful partnership

Lexibook, the European leader in licensed electronic entertainment products for children, has joined FEP, the worldwide leader in electronic reference because of their expertise and broad distribution. Together with Lexibook's know-how this new partnership promises to be a win-win long-term solution for the UK and French markets.

### About Lexibook:

Lexibook® is the European leader in licensed electronic entertainment products for children, owning over 42 registered trademarks such as Karaoke Micro Star®, Spy Move®, Move Cam®, Cyber Arcade®, Tablet Phone®, iParty®, FlashBoom®, etc. This success is due to a strategic focus on strong international licenses, coupled with high added value products. This strategy, combined with a policy of continuous innovation, has spurred the Group's international growth and has enabled it to develop a wide range of items under the Group's trademarks. Lexibook® is listed on Euronext (Alternext: 3359). With more than 25 million products on the market, the company currently sells one product every ten seconds around the world! For more information, please visit: [www.lexibook.com](http://www.lexibook.com).

### About FEP Holding Company LLC:

FEP Holding Company LLC is the owner of the Franklin trademark and has been helping the world communicate with its line of portable devices since 1986 having sold over 45 million units world-wide.

### Press contact:

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