

KOBO KEEPS BLINKBOX BOOKS CUSTOMERS READING ON ITS WORLD-CLASS eREADING PLATFORM

Tesco's blinkbox Books customers will enjoy a seamless transfer of their libraries to Kobo's eReading service, and gain access to Kobo.com's catalogue of more than 4.5 million titles

Toronto, February 19, 2015 – Today marks the start of a new chapter as Kobo begins work to move thousands of UK blinkbox Books customers' libraries to its digital reading platform – offering a welcoming home to these passionate readers.

Kobo, the global digital reading company created for book lovers around the world, is the platform that will ensure blinkbox customers not only have a seamless transfer of their current libraries of books they've purchased, but will be able to continue buying from the more than 4.5 million titles available on Kobo.com. Readers will be able to choose from the most popular bestsellers, literary works, comics, graphic novels, and kids' content – enabling them to continue their literary journeys with Kobo eReaders and apps.

Tesco, a leading UK-based retailer, will close its blinkbox Books store on February 28, 2015 after which time it will no longer provide support for the libraries customers have purchased since the launch of its eReading platform.

"We have been working closely with blinkbox to ensure its customers' reading lives are uninterrupted, and are thrilled that they can bring over their existing libraries to Kobo and add to them for years to come," said Michael Tamblyn, President and Chief Content Officer, Kobo.

blinkbox Books will be sending its customers an email on February 20 with a unique code and instructions on how to easily transfer their libraries to Kobo, which will allow access to books previously purchased at the blinkbox Books store, as well as new purchases at Kobo.com. For those customers who have both blinkbox and Kobo accounts, instructions on how to merge the two will be provided. Customers wanting to retain their blinkbox Books libraries must transfer them to Kobo, as their accounts will automatically be terminated on the store's closing date of February 28.

blinkbox Books customers will be able to access their eBooks on Kobo's E Ink eReaders and free eReading apps built for the most popular smartphones and tablets. Customers currently using Hudl Android tablets can continue accessing their libraries and keep reading simply by installing the free Kobo reading app on their Hudl.

For more information, please visit:

Kobo – www.kobo.com/blinkbox

blinkbox Books – <https://www.blinkboxbooks.com>

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