



PARRAGON TO BRING DISNEY BOOKS TO SCANDINAVIA

Parragon to launch a vibrant portfolio of Disney books and book and gift sets in Denmark, Norway and Sweden from spring 2015.

BATH, UK, 12th November, 2014 – Parragon International, in its continuing growth across global markets, is proud to announce plans to expand its Disney publishing portfolio to Denmark, Norway and Sweden, from spring 2015.

By leveraging Parragon's proven expertise in distributing product around the world and combining Disney's unparalleled global appeal, the new publishing portfolio will offer Scandinavian customers an attractive range of best-selling Disney book and gift formats.

New product lines will include activity books complete with collectable gifts, board books with character finger puppets, hardback storybooks with '3D' lenticular covers and more. The publishing portfolio will support popular Disney franchises such as movie sensation *Frozen*, as well as *Disney Princess*, *Winnie the Pooh*, *Disney Fairies* and a host of other favourite Disney characters.

Marion Martin, European Sales Director at Parragon, said *"Disney's portfolio of character brands has never been so strong, particularly in light of recent successes such as 'Disney Frozen'. We are delighted to be expanding our Disney publishing programme in cooperation with our long-term local partners to bring these best-loved brands to Disney fans across Scandinavia, and we are looking forward to maximising this opportunity by creating the most exciting product possible"*.

Parragon's Disney products will be distributed on behalf of Parragon by our long-term local partners who helped Parragon becoming hugely successful in the Nordics; these are Spektrum forlag AS in Norway, Tukan förlag in Sweden, and Karrussel forlag Cargo Int. APS in Denmark.

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About Parragon

Parragon is one of the largest illustrated non-fiction publishers in the world. For more than 25 years, Parragon has made enriching and entertaining content accessible to readers around the globe. Parragon's wide roster of licensed portfolios for children include Disney, Marvel, Mattel and Nickelodeon.

As an industry leader in a changing book world, Parragon continues to provide innovative multi-platform content and impeccable service to retailers and consumers. Whether you



want a printed book, an eBook, an app, an inspirational stationery product or a gift to deliver a smile, Parragon exceeds expectation.

About Spektrum

Spektrum is one of Norway's largest non-fiction children publishers. Owned by the oldest publishing group in Norway, H. Aschehoug & Co AS, owners of the largest distributor Forlagssentralen ANS, the largest bookclub De norske bokklubbene and the largest bookstore chain Norli-Libris.

About Tukan

Tukan förlag is an independent publisher based in Gothenburg, Sweden. Founded in 2008, Tukan förlag is already one of Sweden's largest publishers. Tukan caters to both children and adults – providing fun and educational books for children and inspirational non-fiction books for adults. As one of Sweden's leading publishers, Tukan works closely with many big international publishers and has, during the years, acquired several licensed portfolios for the Swedish market.

About Karrusel

KARRUSEL FORLAG is a leading Danish publishing house, specializing in children's and lifestyle books, being sold and distributed in Denmark, Sweden and Norway. The company was founded in 2002, and has over the years acquired an in-depth knowledge of the Scandinavian mass market, the main customers being the major supermarket chains and hypermarkets as well as book shops and internet trade.