

### Amazon Launches Kindle Textbook Creator

*Kindle Textbook Creator makes it easy to create eTextbooks and other educational content that enhances the learning experience with features like flashcards, highlighting, and note-taking*

*Educators and educational content authors can easily prepare, publish, and promote eTextbooks and other educational content that students can access on Fire tablets, iPad, iPhone, Android tablets and smartphones, Mac, and PC*

SEATTLE—January 22, 2015—(NASDAQ: AMZN) – [Amazon.com](http://Amazon.com) today announced KDP EDU, a new segment of Kindle Direct Publishing (KDP) designed to help educators and authors easily prepare, publish, and promote eTextbooks and other educational content for students to access on a broad range of devices, including Fire tablets, iPad, iPhone, Android smartphones and tablets, Mac, and PC. Educators and authors can use the public beta of Amazon’s new Kindle Textbook Creator tool to easily turn PDFs of their textbooks and course materials into Kindle books. Once the book is ready, authors can upload it to KDP in just a few simple steps to reach students worldwide. Get started today at [kdp.amazon.com/edu](http://kdp.amazon.com/edu).

“Kindle Textbook Creator makes it easy for anyone to take any PDF and create a richly featured and widely available eTextbook,” said Chuck Kronbach, Director, Kindle Direct Publishing. “We look forward to seeing how authors use the new tool and getting their feedback to guide us in adding more features to KDP EDU over time.”

Books created with Kindle Textbook Creator offer features for students and other readers that enhance the learning experience, including:

- **Multi-Color Highlighting**—Highlight and categorize key concepts for easy reference.
- **Notebook**—Capture key passages, images and bookmarks and automatically add them to the notebook. Students can add their own notes and easily access them from one location.
- **Flashcards**—Create flashcards and study important terms, concepts, and definitions in each chapter with a simple, easy-to-use interface.
- **Dictionary**—Find definitions and Wikipedia information for difficult terms to improve retention.
- **Buy Once, Read Everywhere**—Read eTextbooks on the most popular devices students use, including Fire tablets, iPad, iPhone, Android tablets and smartphones, Mac, and PC.

“I’m in love with Kindle Textbook Creator! It’s a great solution for the issues I had with converting many of my math-intensive print books to Kindle format,” said Chris McMullen, author of *Full Color Illustrations of the Fourth Dimension*. “Educational content often includes many equations, graphs, and tables. Kindle Textbook Creator made it easy for me to convert the print version of my geometry book to Kindle and reach even more readers.”

With KDP, authors can earn royalties of up to 70%, while keeping their rights and maintaining control of their content. They can also choose to enroll their books in KDP Select for additional royalty opportunities like Kindle Unlimited and the Kindle Owners’ Lending Library, and access to marketing tools like Kindle Countdown Deals and Free Book Promotions.

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#### About Amazon

[Amazon.com](http://Amazon.com) opened on the World Wide Web in July 1995. The company is guided by four principles: customer obsession rather than competitor focus, passion for invention, commitment to operational

excellence, and long-term thinking. Customer reviews, 1-Click shopping, personalized recommendations, Prime, Fulfillment by Amazon, AWS, Kindle Direct Publishing, Kindle, Fire phone, Fire tablets, and Fire TV are some of the products and services pioneered by Amazon.