



S I M O N & S C H U S T E R

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NEWS

**SIMON & SCHUSTER IN DISTRIBUTION AGREEMENT WITH
PIGGYBACK INTERACTIVE**

NEW YORK, June 4, 2015—Simon & Schuster has entered into a sales and distribution agreement with Piggyback Interactive Limited, publisher of official video game strategy guides, it was announced today. Under the agreement, Simon & Schuster will handle sales and distribution for Piggyback in the United States and Canada. The first titles under the agreement will be releasing in September 2015.

“We’re delighted to welcome Piggyback Interactive into the Simon & Schuster family.” said Michael Perlman, Vice President, Director Client Sales & Marketing. “Their high quality guides to the most successful video game franchises are proven bestsellers and we look forward to working together to blast a new pathway to even greater sales.”

“We are excited to partner with Simon & Schuster in the North American market. Our focused approach to publishing for the video game industry is a perfect fit with the talented and professional sales and distribution team at Simon & Schuster,” said Louie Beatty, Managing Director, Piggyback Interactive Limited.

Piggyback is an independent, global publisher established in 1998. Known for high quality video game guides, Piggyback titles are released worldwide in five languages simultaneously with the game launch. The

company has published many bestselling guides including those to videogame franchises such as *Final Fantasy*, *Assassin's Creed*, *Halo* and *Tomb Raider*. With the largest video game guide development team in the world, Piggyback provides publishing innovation and quality that keeps in step with the advancements in video game technology.

Simon & Schuster, a part of CBS Corporation, is a global leader in the field of general interest publishing, dedicated to providing the best in fiction and nonfiction for consumers of all ages, across all printed, electronic, and audio formats. Its divisions include Simon & Schuster Adult Publishing, Simon & Schuster Children's Publishing, Simon & Schuster Audio, Simon & Schuster Digital, and international companies in Australia, Canada, India and the United Kingdom. For more information, visit our website at www.simonandschuster.com

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