



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

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NEWS

**SIMON & SCHUSTER AND GALLUP PRESS IN GLOBAL
SALES AND DISTRIBUTION AGREEMENT**

NEW YORK, June 9—Simon & Schuster has entered into a global sales and distribution agreement with Gallup Press, the highly-successful publishing arm of the world-renowned Gallup. Under the agreement, which is effective January 1, 2016, Simon & Schuster will handle English language sales and distribution in all territories worldwide for Gallup Press’s new and backlist publishing in print and digital formats. In addition, Simon & Schuster will handle sales of translated editions in select foreign language markets.

“Gallup is a true international brand and a premier provider of analytics and advice in the private, education and government sectors. Nobody knows more about the attitudes and behaviors of the world’s employees, customers, students and citizens and this understanding is reflected in the phenomenal sales of their books,” said Steve Black, Vice President, Client Services, Simon & Schuster. “We are thrilled for the opportunity to build on their record of bestselling success.”

The Gallup Press catalog currently consists of more than 30 titles on topics including leadership, strengths, education, job creation, entrepreneurship and well-being. Bestselling books on the Gallup Press list include the #1 bestsellers *StrengthsFinder 2.0*, *Strengths Based Leadership*, and *How Full Is Your Bucket?*

“Having previously had the experience of publishing successful titles from Gallup, we at Simon & Schuster know the power and quality of all their publishing efforts,” said Michael Selleck, Executive Vice President of Sales and Marketing, Simon & Schuster. “Theirs is a highly selective list, each new book from Gallup is an event, and their stellar backlist offers tremendous opportunities. We are eager and excited in all our companies around the world – Canada, the United Kingdom, Australia and India, as well as the open market territories – to grow sales for this proven publishing brand.”

A CBS COMPANY

Seth Schuchman, Director of Publishing, Gallup Press, added: “Gallup’s global mission – to provide analytics and advice to help leaders and organizations solve their most pressing problems – has been reinforced with several strong bestsellers since Gallup Press was launched in 2004. With this latest agreement we look forward to taking Gallup’s message into more markets than ever before.”

ABOUT SIMON & SCHUSTER:

Simon & Schuster, a part of the 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 www.simonandschuster.com.

ABOUT GALLUP PRESS

The mission of Gallup Press is to educate and inform the people who govern, manage, teach, and lead the world's 7 billion citizens. Each book meets Gallup's requirements of integrity, trust, and independence and is based on Gallup-approved science and research. The impressive Gallup Press catalog consists of more than 30 books on topics such as leadership, strengths, education, jobs, and well-being. Our bestselling books include *Strengths Based Leadership*, *How Full Is Your Bucket?*, and *StrengthsFinder 2.0*, which was Amazon's bestselling book of 2013 and 2014. For more information, visit www.galluppress.com.

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