

FOR IMMEDIATE RELEASE

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**KENSINGTON TRANSITIONS TO SALES & DISTRIBUTION
PARTNERSHIP WITH PENGUIN RANDOM HOUSE PUBLISHER
SERVICES**

February 12, 2015: Kensington Publishing Corp., America's Independent Publisher, is now distributed by Penguin Random House Publisher Services (PRHPS), the third distributor Kensington has had in its 41 year history.

Steven Zacharius, President and CEO, Kensington stated, "Kensington Publishing is the largest client publisher to have partnered with PRHPS, and this transition has evolved over 7 months of systems changing, data ingesting, sales conferences and numerous meetings with the entire PRHPS team. It has been a significant undertaking, but I'm truly looking forward to the new opportunities this change is going to bring us. In addition to affording our books and authors increased penetration into numerous markets, we will be given access to valuable point-of-sales information, warehousing, shipping and systems that have long been known to be the best in the business, and an expanded team of people working to sell our books."

For the previous 20 years, Kensington was distributed by Penguin Books. Before that, Kensington was distributed to wholesalers by Simon & Schuster while Kensington handled all of the selling and billing of direct accounts. The new agreement with Penguin Random House Publisher Services, signed in July 2014, expands Kensington's sales coverage to include a dedicated library and special sales force as well as access into new markets, such as the Christian marketplace.

Kensington will continue to sell many of the major accounts that supply Walmart (RDS and ANConnect), Target, supermarket/drug chains, Hudson News, Ingram, Baker & Taylor, Bookazine and Brodart. PRHPS will handle Kensington's sales to all other accounts including the independent bookstores, Barnes & Noble, Books-a-Million, Canada and all of the international business. They will also be handling much of the activity of the eBook business although Kensington will still be heavily involved in selling and marketing to these accounts.

ABOUT KENSINGTON PUBLISHING:

Founded in 1974 by the late Walter Zacharius, Kensington Publishing Corp. is located in New York City and is known as "America's Independent Publisher." As the foremost independent commercial publishing house in the United States providing hardcover, trade paperback, mass market, and digital releases, Kensington publishes the books that America wants to read.

The house of *New York Times* bestselling authors, including Fern Michaels, Lisa Jackson, Joanne Fluke, William W. Johnstone, and many others, Kensington publishes over 500 fiction and non-fiction titles each year. Its diverse imprints include Zebra, Pinnacle, Dafina, and Lyrical Press which are well known for providing

readers with a range of popular genres such as romance, women's fiction, African American, young adult and nonfiction, as well as true-crime, western, and mystery titles. Visit kensingtonbooks.com.

ABOUT PENGUIN RANDOM HOUSE PUBLISHERS SERVICES:

Penguin Random House Publisher's Services is a division of Penguin Random House that's dedicated to managing sales and distribution for client publishers including DC and Archie Comics, Dark Horse, National Geographic, Overlook Press, Soho Press, Quirk Books and others.