

SIMON & SCHUSTER CHILDREN'S PUBLISHING PARTNERS WITH LIVINGSOCIAL TO CREATE A GROUNDBREAKING DIGITAL READING EXPERIENCE FOR TEENS

New York, NY, July 28, 2010 — Simon & Schuster Children's Publishing today announced the launch of *Loser/Queen* at www.loserqueen.com, an online serial novel for teens by New York Times bestselling author Jodi Lynn Anderson, hosted by the social discovery and cataloging network LivingSocial's Visual Bookshelf and sponsored by one of America's leading retailers JCPenney. *Loser/Queen* is a new style of reading experience that provides online users the opportunity to shape an unfolding story.

Beginning today, readers will have the opportunity to read the first few chapters and vote for how the story will continue. Online readers will even have the opportunity to vote for final cover art. New chapters and voting opportunities will be revealed every Monday until September 13th. *Loser/Queen* then, in its entirety, will only be available online until September 20th. Thereafter, readers will have to wait for the paperback edition and e-book edition to be released by Simon & Schuster Books for Young Readers on December 21, 2010.

Author Jodi Lynn Anderson says, "When Simon & Schuster approached me about creating an online book together, I was intrigued. It was a chance to create something really new...the interactive elements, getting the chance to involve readers in deciding on where the story will go...It's been an exciting, creative process."

"Simon & Schuster Children's Publishing is committed to exploring new ways to deliver content to our core audience and to have that audience be a part of the experience," said Justin Chanda, Publisher of Simon & Schuster Books for Young Readers. "I think *Loser/Queen* is a big step forward in the digital landscape, not to mention being a terrific story, by a first-class author."

"We're thrilled to be able to participate in the *Loser/Queen* as it's giving young readers a new way to engage and get excited about reading," said Tim O'Shaughnessy, CEO and co-founder of LivingSocial. "This is revolutionizing the way readers interact with publishers and authors alike. We can't wait to see how the book ends up."