

Stockholm, August 31, 2012

## 40,000 EBOOKS SOLD SINCE LAUNCH

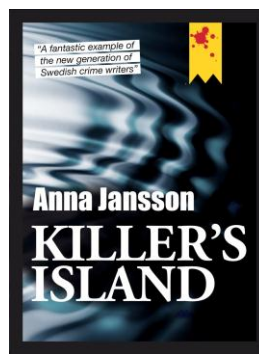
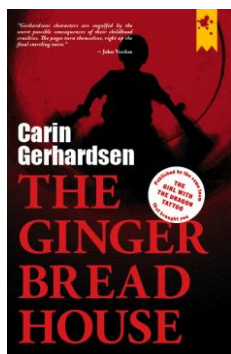
Three months after its launch, Stockholm Text reached a first milestone this week, by selling its 40,000<sup>th</sup> ebook in the United States and Canada.

The strongest titles have so far been *The Gingerbread House* by Carin Gerhardsen, *The Dead of Summer* by Mari Jungstedt, *Killer's Island* by Anna Jansson, and *Yesterday's News* by Kajsa Ingemarsson. All four are also available in trade paperback.

"We are on track," says Stockholm Text publisher Claes Ericson. "The reception has been great and we are seeing a strong demand for our books. But content is not enough in this market. Promotion campaigns have been key for their success. Our distributor INscribe Digital has really contributed in this respect."

Stockholm Text will continue its focus on mystery novels for English-speaking readers with sequels in Carin Gerhardsen's and Mari Jungstedt's series to be released soon.

In addition, this fall will bring the launch of a special imprint from Stockholm Text – 'O' – featuring the best in Scandinavian erotic literature with titles from two of Sweden's best-selling authors.



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