

The Cat in the Hat's Learning Library Book Series Comes to the App Store

Dr. Seuss Enterprises, Random House Children's Books and Oceanhouse Media introduce first omBook in the series, *There's No Place Like Space!*

Encinitas, Calif. -- November 16, 2011 -- Dr. Seuss Enterprises, Random House Children's Books and Oceanhouse Media, Inc. today announced plans to bring Random House's bestselling Beginner Book franchise *The Cat in the Hat's Learning Library* to Apple's App Store. The first omBook (Oceanhouse Media digital book) in the series is *There's No Place Like Space!*, now available at the introductory price of \$3.99.

"This marks a continuation of our terrific partnership with Oceanhouse Media," said Susan Brandt, President of Dr. Seuss Enterprises. "As they've done with the original Dr. Seuss books, Oceanhouse Media has taken this collection and developed apps that promote education and encourage children to be curious about the world around them, all in the spirit of Dr. Seuss."

Aimed at children ages five to eight, *The Cat in the Hat's Learning Library* is a nonfiction series that appeals to children's natural curiosity and engages them in the process of scientific exploration and discovery. The titles explore a range of subjects, including dinosaurs, pets, marine life, trees and outer space and feature classic characters from the original *The Cat in the Hat* — The Cat, Sally, Dick, Thing One and Thing Two, and even the fish!

"The distinctive non-fiction features of these books—with their sidebars and diagrams and glossaries—lend themselves brilliantly to interactivity," said Kate Klimo, Vice President and Publisher, Random House/Golden Books for Young Readers Group, "Kids, parents, and teachers have wholeheartedly embraced the books and are going to love these apps as well!"

In *There's No Place Like Space!*, the Cat in the Hat takes Sally and Dick on a trip through the solar system. They visit each of the planets, learning key facts along the way. As children explore this animated omBook, they will discover special interactive learning moments that reinforce specific topics. Users can tap stars in the sky to reveal constellations; learn the order of the planets in our solar system through a Seussian mnemonic device; search the night sky with a telescope; find hidden information cards from Thing One and Thing Two; and even access an instant glossary by tapping on highlighted words.

"We are honored to work with Dr. Seuss Enterprises and Random House to create interactive children's apps that focus on education," said Michel Kripalani, President of Oceanhouse Media. "We recognize there's a fine line between educating and entertaining in the digital medium. When done properly, these two areas can be combined to create a terrific learning experience for kids."

There's No Place Like Space! features two options: Read To Me, which allows users to listen to the narrated story with words highlighted as they are read; and Read It Myself, which lets users read the book in its traditional format. Special features include original artwork, picture/word association, word highlighting, definitions for key words, professional audio narration and scene-by-scene custom background audio.

Additional omBooks based on The Cat in the Hat's Learning Library books will be released in the coming months. Oceanhouse Media currently has made available over 20 of Dr. Seuss's classic books as apps, including The Cat in the Hat and Green Eggs and Ham.

About Dr. Seuss Enterprise, L.P.

Dr. Seuss Enterprises was founded in 1993 following the death of Theodor S. Geisel, Dr. Seuss, to conserve and nurture the works of Dr. Seuss by protecting the integrity of the Dr. Seuss books while expanding beyond books into licensed merchandise. The licensing effort is a strategic part of the overall effort to strengthen and protect the relationship consumers have with Dr. Seuss characters. Theodor Geisel said he never wanted to license his characters to anyone who would "round out the edges". That is one of the guiding philosophies of Dr. Seuss Enterprises.

About Random House Children's Books

Random House Children's Books is the world's largest English-language children's trade book publisher. Creating books for toddlers through young adult readers, in all formats from board books to activity books to picture books, novels, ebooks, and apps, the imprints of Random House Children's Books bring together award-winning authors and illustrators, world-famous franchise characters, and multimillion-copy series. Random House is the longtime home of the beloved and bestselling Dr. Seuss books which continue to make learning to read fun for millions of children everywhere. The company's website, kids@random (www.randomhouse.com/kids), offers an array of activities, games and educational resources for children, teens, parents, and educators. Random House Children's Books is a division of Random House, Inc., whose parent company is Bertelsmann AG, a leading international media company.

About Oceanhouse Media, Inc.

Creators of the award-winning Dr. Seuss book apps, Oceanhouse Media, Inc. is a leading publisher of more than 250 mobile apps for iOS (iPhone, iPad, iPod Touch), Android, NOOK Color, NOOK Tablet and HP TouchPad devices. The company was founded in early 2009 by Michel Kripalani, a veteran of the video gaming industry. Fourteen of the company's apps have reached the number one spot within their categories on Apple's App Store. In addition, Google has selected the company as one of its Top Developers, a designation granted to only 150 groups worldwide.

Oceanhouse Media's corporate focus is to uplift, educate and inspire through technology. For more information, visit www.oceanhousemedia.com. Follow the company at <http://www.facebook.com/OceanhouseMedia> and <http://twitter.com/OceanhouseMedia>.

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