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**RANDOM HOUSE CHILDREN'S BOOKS RELEASES APP INSPIRED BY
BESTSELLING AUTHOR KAREN KATZ'S POPULAR PICTURE BOOK *PRINCESS BABY***

Little Princesses Everywhere Are Invited to a Royal Playdate on the iPad, iPhone, and iPod Touch

(DATE TK, New York, NY)—Random House Children's Books (www.RandomHouse.com/kids) today announced that the *Princess Baby* app is now available in the iTunes store. The universal app for iPad, iPhone, and iPod touch is inspired by award-winning author-illustrator **Karen Katz's** popular character-driven picture book about a preschooler who prefers to be called "Princess Baby" instead of silly names like Buttercup, Cupcake, or Little Lamb. The *Princess Baby* app retails for \$2.99, but is available now at the special introductory price of \$1.99. This app has been specially designed to encourage listening comprehension, fine motor skills, and cognitive thinking in the youngest users as they tap, tilt, giggle, and grin with their favorite preschool princess.

With the swipe of a finger or tilt of the device, Katz's vibrant artwork bursts to life. After choosing a playmate from four adorable princess babies, users step into Princess Baby's bedroom kingdom and discover an assortment of toys fit for a princess. Children can wave their royal wands, pet a kitty, knock down colorful building blocks, and much more. The app features original collage-style artwork by the creator, Karen Katz.

Random House Children's Books collaborated with **Bean Creative**, a leading interactive design and development company, to create the app for *Princess Baby*. Also available from Random House Children's Books is [Wild About Books for iPad](#) and [pat the bunny](#) app, both developed in partnership with Smashing Ideas; and [How Rocket Learned to Read for iPad](#), developed in partnership with Domani Studios. For more information, visit www.RHKidsApps.com.

Princess Baby was published to widespread critical acclaim in January 2008 and was followed by *Princess Baby, Night-Night* in January 2009 and the board book *Princess Baby on the Go* in 2010. The trusted parenting website Babble.com called *Princess Baby* "a wonderful read." Karen Katz is a critically acclaimed author and illustrator whose books for babies have sold millions of copies and have been hailed as best books of the year in *Parenting* and *People*.

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. The company's website, Kids @ Random (www.RandomHouse.com/kids) offers an array of activities, games, and 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.

Bean Creative is a studio of digital developers who fuse design and technology into immersive and incredible apps, websites, and interactive environments. Bean Creative has brought countless beloved children's properties, such as Mister Rogers' Neighborhood, the Teletubbies and SUPER WHY, to life as immersive, interactive experiences. Since 1997, the interactive boutique has been renowned for its rare marriage of both front-end splendor and back-end technical wizardry for education, entertainment, cultural, and nonprofit initiatives. Bean Creative takes amazing brands—such as Random House, PBS KIDS, Discovery Health, American Red Cross, National Geographic, Smithsonian Institution, and the World Wildlife Fund—to even greater heights, turning every passerby into a participant. Visit Bean Creative at www.BeanCreative.com.

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