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**RANDOM HOUSE CHILDREN'S BOOKS AND SMASHING IDEAS RELEASE
FIRST BOOK-BASED CHILDREN'S APP FOR iPad**

***Wild About Books for iPad* available in iTunes store on December 16th**

(December 15, 2010, New York, NY)—Random House Children's Books (www.randomhouse.com/kids), together with leading digital media agency Smashing Ideas, today announced that [*Wild About Books for iPad*](#) will be available in the iTunes store on December 16th. Based on the *New York Times* bestselling children's picture book [*Wild About Books*](#), by Judy Sierra and illustrated by Marc Brown, the app retails for \$7.99, but is available now for a special introductory price of \$4.99. This is the first product in the partnership between Random House, Inc. and Smashing Ideas, with more interactive digital books based on key properties such as [pat the bunny](#), [Little Golden Books®](#), and others scheduled to follow in the coming months.

"*Wild About Books for iPad* is packed full of delightful interactive elements and sound effects that will encourage kids to explore each page and come back to the app time and again," said Chip Gibson, President and Publisher, Random House Children's Books. "Every scene of the story uses the iPad screen and capabilities to deliver new experiences for readers."

The award-winning picture book now roars to life in 16 animated and interactive scenes where kids can tilt, swipe, and tap their way through Judy Sierra's rollicking rhymed story. Readers can choose to listen or turn off the narration and read at their own pace. Whether they're making monkeys flip, beach balls bounce, animals stampede, or bears burp, parents and kids are sure to laugh, learn, and get wild about books together.

"*Wild About Books for iPad* capitalizes on a groundbreaking 3-D interpretation," said Ben Roberts, Director, ePublishing, Smashing Ideas and co-creator of *Alice for the iPad*. "Marc Brown's gorgeous illustrations are linked to iPad movements so that each page becomes a scene in a 3-D world that you can twist and turn to intimately navigate and explore."

Wild About Books, Judy Sierra's funny animal tale about librarian Molly McGrew, who introduces animals to reading, was published in 2004 to critical acclaim, winning the coveted E. B. White Read Aloud Award. With playful art paintings by *Arthur* creator Marc Brown, it was also named an ALA Notable Children's Book and a Book Sense Book of the Year. Having sold nearly 500,000 copies to date, it has found a permanent place on bookshelves in libraries and homes across the country.

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.

Smashing Ideas, founded in 1996, has become one of the leading digital media agencies for the youth market by creating immersive, interactive content that transforms consumer-driven brand experiences in a digital world. Cartoon Network, Disney, GE, Hasbro, Nickelodeon, Nokia, Sony Ericsson, Verizon Wireless, and more have called upon the company to develop engaging, online, ITV, and mobile experiences for their audiences. Smashing Ideas is based in Seattle, with offices in Portland and in the U.K.