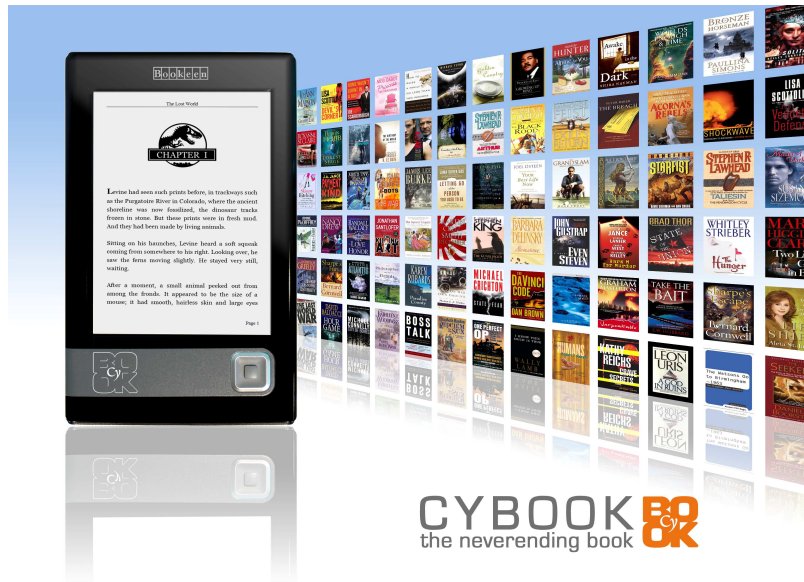


New Revolutionary Bookeen ePaper eBook Device with Access to 50,000 Titles



Paris, France – July 26, 2007 – Bookeen is proud to announce its new Generation 3 Cybook. Based on the latest groundbreaking Vizplex™ epaper technology from E Ink, this ebook reading device offers an impressive 6" screen showing off a 166 dpi resolution.

Bookeen's new product looks stunningly thin: it is the size of a paperback, the thickness of a magazine, for a weight of only 6.1 ounces (174 g). It boasts an impressive battery life of 8,000 page flips, allowing for an average reading time of 1 month without recharging. The device is compatible with all USB enabled computers, independently from the operating system (Windows, Mac, Linux...) and also offers an SD slot for virtually unlimited library storage space.

Concerning content availability, Bookeen also announces an agreement with Mobipocket, an Amazon company, to license and distribute the Mobipocket™ leading ebook format on the Cybook. The Mobipocket™ format offers access to a vast amount of copyrighted books ranging from bestselling Dan Brown's "The Da Vinci Code" to the latest Hillary Clinton's biography. There are currently about 50,000 titles from world's leading publishers available from dozens of online ebook stores.

Following its original open and multi-format strategy, Bookeen offers a true freedom of use regarding supported documents formats. Cybook owners are free to read personal and public domain content. "On the Cybook, you don't need to convert your files to an exotic format or upload them to any proprietary web site. You simply transfer your files directly to the device and read them natively" said Laurent Picard, co-founder of Bookeen.

The Cybook Gen3 has entered production and will be directly available next September from Bookeen online web store at bookeen.com, in different packs starting at \$350. It will be the first product to include the new E Ink Vizplex™ technology, offering the brightest and fastest switching epaper display of the market.

“The screen is truly like a sheet of paper, it can be viewed from nearly any angle and in a wide range of lighting conditions, including direct sunlight” said Michael Dahan, co-manager of Bookeen. “The ebook industry will clearly reach another stage with the new Cybook.” Laurent Picard added: “Our ongoing partnership with Mobipocket is a great opportunity to bring their tremendous digital content to a new category of customers and to offer the most competitive device to the end user.”

To learn more about Bookeen and the Cybook, visit www.bookeen.com.

About Bookeen

Bookeen is a privately held company – based in Paris, France – founded in 2003 by Michaël Dahan and Laurent Picard. Bookeen team pioneered the e-book industry as soon as 1998, designing and releasing the first commercial e-book device in Europe in 2000. From 2003 to 2006, Bookeen shipped the previous generation Cybook to over 40 countries. Both a hardware and software technology innovator, Bookeen has a comprehensive knowledge of the electronic publishing industry and is a global provider of digital content solutions.

Web site: www.bookeen.com

About Mobipocket

Mobipocket is located in Paris, France and is since April 2005 an Amazon company. Mobipocket has been developing software for the electronic publishing market since 2000. Its core software, Mobipocket™ Reader, is available on the widest range of mobile reading devices in the industry. Mobipocket also develops the OEB (Open E-Book) compliant Mobipocket™ reflowable file format which is the leading format for ebooks with tens of thousands of premium titles available. Mobipocket strives to deliver the best mobile reading experience to all digital content enthusiasts.

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Web site: www.mobipocket.com

About E Ink

Founded in 1997 based on research started at the MIT Media Lab, E Ink Corporation is the world's leading supplier of electronic paper display (EPD) technologies. E Ink is a private corporation that includes among its investors and strategic partners The Hearst Corporation, Intel Capital, Motorola, Inc., TOPPAN Printing Company, First Albany Technology Ventures, Solstice Capital and Air Products and Chemicals, Inc.

Vizplex is a trademark of E Ink Corporation.

Web site: www.eink.com
