



KIDOBI AND SIMON & SCHUSTER LAUNCH READY-TO-READ WEB APP

New web app brings personalized recommendations to early reading

Toronto, ON, Canada, October 22, 2013— The online video platform [Kidobi](http://www.kidobi.com) and publishing powerhouse [Simon & Schuster](http://www.simonandschuster.com) are introducing the new Ready-to-Read Recommendation App, which provides reading recommendations for early readers ages three to eight.

Designed to support the development of early literacy skills by matching young readers with books at the optimal level of difficulty, the Ready-to-Read Recommendation App is now available at www.Kidobi.com/Ready-to-Read. The web app analyzes the child's age, interests, and reading level, helping parents find books that suit their child's reading level.

The app features many popular titles including *Olivia*, *Eloise*, and *Mike the Knight*, as well as favorites from beloved children's author Eric Carle.

Kidobi sees the launch of the new Ready-to-Read web app as an extension of its mission to provide powerful tools that support parents in today's digital age. "Personalization is at the core of what we do at Kidobi, using technology to give each child content that is at just the right level for them," said Eric Sorenson, Director of Research & Content at Kidobi. "With the Ready-to-Read Recommendation App, we're able to bring that element of personalization to the books they read as well, which we hope will contribute to more kids developing a lifelong love of reading."

"We're thrilled to be joining forces with Kidobi to promote literacy confidence and provide helpful resources for young readers and their families," said Julie Christopher, Associate Marketing Director, Simon & Schuster Children's Publishing. "Our goal is for beginning readers to feel successful whether they are just starting out at the Rising Star level or have mastered the Megastar level, because with Ready-to-Read, they're all reading stars. The Recommendation Application takes that empowerment a step further by allowing parents to create a customized list of books for their new reader. It's a valuable tool for finding the perfect book for your child."

Kidobi is available online at www.Kidobi.com, with mobile apps for iPad and Android devices available from the App Store and Google Play. The Ready-to-Read web app is now available at <http://www.kidobi.com/Ready-to-Read>.

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About Kidobi:

Kidobi is an award-winning, online preschool destination that creates tailor-made video playlists based on a child's age, interests and skills. Kidobi's software will automatically create a personalized learning channel for your child that's ready 24 hours a day, seven days a week. For more information, please visit www.kidobi.com and like us on [Facebook](https://www.facebook.com/kidobi).

ABOUT SIMON & SCHUSTER CHILDREN'S PUBLISHING

Simon & Schuster Children's Publishing, one of the leading children's book publishers in the world, is comprised of the following imprints: Aladdin, Atheneum Books for Young Readers, Beach Lane Books, Libros para niños, Little Simon®, Margaret K. McElderry Books, Paula Wiseman Books, Simon & Schuster Books for Young Readers, Simon Pulse, and Simon Spotlight®. While maintaining an extensive award-winning backlist, the division continues to publish acclaimed and bestselling books for children of all ages. In addition to numerous Caldecott, Newbery, and National Book Award winners, Simon & Schuster publishes such high-profile properties and series as *Eloise*, *Olivia*, *Raggedy Ann & Andy*™, *Henry & Mudge*®, *The Hardy Boys*®, *Nancy Drew*®, the *Dork Diaries* series, the *Mortal Instruments* series, *Mike the*

Knight, and the original Cupcake Diaries and Creepover series. For more information about Simon & Schuster Children's Publishing, visit our website at www.simonandschuster.com.

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