

Press Release – 17th November 2008

The student book revolution arrives in the UK: Study Books free of charge!!!

In times of financial crisis and rising tuition fees in the UK, students in the UK can now download free books and free exercise books of high academic standard from the website bookboon.co.uk.

The initiative taken by bookboon.co.uk, the fastest growing book publisher in Europe, can be seen as tremendous enrichment for the academic career of British students. From November 17th onwards, British students can finally profit from the revolutionary new book concept which has already swept through most of northern Europe.

The book publisher bookboon.co.uk provides a series of free student books targeted at engineering-, IT-, economy- and business students. These books are available for download in PDF format free of charge and without any registration required. The books are financed through a low number of ads in each book.

The concept has already proven highly successful throughout Northern Europe, where more than 2 million books are downloaded every year in countries such as Germany, the Netherlands and Sweden. This has made BookBoon the fastest growing book publisher in Europe.

All books published in the UK have been written in English by professors from different European universities.

When asked whether he fears the reaction of the traditional publishing houses to this revolutionary concept Kristian Buus, CEO of BookBoon, says:

“No, I don’t fear their reaction, I expect one! I’m just curious to see how they are going to react. This is a new way of thinking, and it will put some pressure on them to come up with new innovative initiatives.”

The books cover a wide range of topics in the areas of economics, management as well as engineering. Prof. Dr. Horst Zündorf from the economic faculty of the Hamburg University explains:

“The books offered for free download by BookBoon are a valuable supplement for students from universities and polytechnics. Despite their compact format, they form a concise overview of high quality in the relevant field of study. It can only be hoped that even more of these books will be made available to students.”

About BookBoon:

BookBoon is a subsidiary of the Copenhagen-based Danish publishing house Ventus Publishing ApS. Since 1988, Ventus has published books targeted at higher education and as of the summer of 2005 entered the free book market in Denmark.

Today Ventus is active in:

- Great Britain
- Germany
- Russia
- Poland
- Czech Republic
- The Netherlands
- Belgium
- Switzerland
- Austria
- Denmark
- Sweden
- Norway
- Finland

Press Contacts:

Country Manager - United Kingdom

Antonia Sander

+45 53230477

as@ventus.dk

Marketing Director

Thomas Madsen

+45 30381082

tbm@ventus.dk