



# CALLAWAY

## CALLAWAY TO PUBLISH A SERIES OF CHILDREN'S BOOKS BY MADONNA; SIGNS DEAL WITH PENGUIN GROUP

New York, New York, March 3, 2003 . . . Madonna and Callaway Editions are creating an original series of five illustrated storybooks for young readers in association with Penguin Group. The English language rights to the five books, each of which will feature a different celebrated illustrator, have been acquired by Penguin from Callaway Editions in New York, represented by Andrew Wylie of The Wylie Agency in New York.

In the United States, the titles will be published by Callaway Editions, the renowned illustrated book publisher, and distributed by Penguin Group (USA). In all other English language markets, they will be published by Puffin, the children's imprint of Penguin Group (UK).

The first title written by Madonna, *The English Roses*, will be published in hardcover in September 2003 and distributed simultaneously worldwide.

Nicholas Callaway, Founder and Publisher of Callaway Editions, says, "As with everything she does, Madonna is once again going to surprise, delight, and lead the way. She has drawn on a lifelong passion for and deep familiarity with literature and children's books to create contemporary classics that combine great storytelling with ravishing art.

"With these books, Madonna has accomplished something rare and wonderful. Despite the astonishing range and variety of her stories, they all evoke the secret that the red fox shares with the Little Prince in Antoine de Saint-Exupéry's book: 'It is only with the heart that one can see rightly.' These, too, are magical stories for children of all ages—even grown-up ones."

"Madonna is an artist with a universal appeal and these books will touch children of all backgrounds everywhere in the world. Penguin is delighted to be working with Madonna and with Callaway Editions on this distinctive and exciting publishing venture," said John Makinson, Chairman & CEO of Penguin Group.

Each of Madonna's books will feature a different, internationally acclaimed artist. While the target readership will be six and older, these superbly designed books will appeal to book lovers of all ages.

Doug Whiteman, President, Penguin Young Readers Group in the U.S., comments, “Madonna’s books will be a great fit with our already strong family of award-winning titles for young readers. Her stories are filled with wonder and adventure. She’s also working with some of our favorite international artists. The illustrated book category remains a strength for us, and Madonna’s titles will only enhance our position in this market.”

Francesca Dow, Managing Director of Puffin, said, “We’re extremely excited about publishing these wonderful books and delighted to welcome Madonna to the Puffin list, where she joins the very best children’s authors and illustrators—Roald Dahl, Eric Carle, Raymond Briggs, Allan and Janet Ahlberg, Anne Fine, and Eoin Colfer. Madonna’s books are full of charm. Beautifully written and gorgeously illustrated—they are perfect for the whole family to enjoy, with their colorful cast of characters and gentle humor.”

[ E N D S ]

#### NOTE TO THE PRESS:

Callaway is a brand-name, illustrated book publisher with a worldwide reputation for its state-of-the-art visual books. Callaway titles have included some of the most highly acclaimed illustrated books of our time, including such titles as the best-selling Miss Spider series, written and illustrated by David Kirk, Hilary Knight’s *When I Have a Little Girl/When I Have a Little Boy*, *Georgia O’Keeffe: One Hundred Flowers*, and Irving Penn’s *Passage*.

Callaway’s 3-D computer-animated television special, *Miss Spider’s Sunny Patch Kids*, will debut on Nickelodeon on March 31. Callaway’s Sunny Patch brand of children’s lifestyle products has just launched at 1,150 Target Stores across the United States.

Penguin Group (USA) had three #1 New York Times best-selling Young Readers titles in 2002, including two titles by celebrated picture book author Jan Brett and one by Brian Jacques. Other best-selling Penguin Young Readers Group authors include Judy Blume, Eric Carle, Tomie dePaola, Roald Dahl, Eric Hill, Don Freeman, Hardie Gramatky, Robert McCloskey, A.A. Milne, Richard Peck, Patricia Polacco, and dozens of other popular authors. Penguin Group (USA) Young Readers perennial favorites include *The Little Engine That Could* and the Nancy Drew and Hardy Boys series.

Puffin is the UK’s leading publisher of children’s books and one of its best loved brands. The publishing programme spans illustrated books for the very young through to teenage fiction, poetry and non-fiction. Puffin publishes an award-winning range of best-selling authors, including Janet and Allan Ahlberg, Eric Carle, Eoin Colfer, Roald Dahl, Anne Fine, Dick King-Smith and Melvin Burgess. Puffin is part of Penguin Group (UK).

The Penguin Group is part of Pearson plc, the international media company.

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