



**FOR IMMEDIATE RELEASE**

**CONTACT: Shelby Sledge (512) 206-0229**

## **Open Road Media Forms Digital Publishing Partnership with Chicken Soup for the Soul Publishing**

*Open Road Becomes the Digital Publisher for the First 160 Books from the Chicken Soup for the Soul Series—the Best-Selling Trade Paperback Series in Publishing History, with More Than 500 Million Copies Sold*

*Open Road Will Utilize Its Milestone Marketing to Promote the Catalog in E*

**(New York, August 6, 2012)** Open Road Integrated Media, a digital publisher and multimedia content company, and Chicken Soup for the Soul Publishing (CSSP), the owner of the iconic brand known by more than 88 percent of adults in the United States, announced today they are forming a digital publishing partnership. Open Road will digitally publish, distribute, and market the first 160 Chicken Soup for the Soul titles as ebooks. The Chicken Soup for the Soul series is the world's largest collection of user-generated inspirational stories, and holds the world record for most titles on the New York Times bestseller list at one time.

Jane Friedman, cofounder and CEO of Open Road said: "The Chicken Soup for the Soul series is perfectly suited to our milestone marketing campaigns. Open Road is delighted to be the digital publisher for much of this beloved series, and we are eager to connect these titles with readers of all ages."

"Open Road's deep knowledge of digital publishing and marketing made this an easy choice for us," said Bill Rouhana, CEO of Chicken Soup for the Soul. "With the name recognition and fan base already behind Chicken Soup for the Soul we are looking forward to bringing the Chicken Soup for the Soul message to millions of additional people through our ebook partnership with them."

Chicken Soup for the Soul Publishing joins Open Road's Publishing Partners program, which includes Good Books, [MysteriousPress.com](http://MysteriousPress.com), and Pegasus Books.

### **About Open Road Integrated Media**

Open Road Integrated Media is a digital publisher and multimedia content company. Open Road creates connections between authors and their audiences by marketing its ebooks through a new proprietary online platform, which uses premium video content and social media. Open Road has published ebooks from legendary authors including William Styron, Pat Conroy, Alice Walker, James Jones, and Virginia Hamilton.

### **About Chicken Soup for the Soul Publishing, LLC**

Since 1993, books in the Chicken Soup for the Soul series have sold more than 100 million copies in the US and Canada alone. Chicken Soup for the Soul titles have been sold in more than 100 countries and translated into more than forty languages. Chicken Soup for the Soul Publishing also licenses the right to use its famous brand to high-quality licensees. The company is currently implementing a plan to expand into all media—working on several TV shows as well as a major motion picture, and developing a digital presence dedicated to life improvement, emotional support, inspiration, and wellness. In 2007, USA Today named Chicken Soup for the Soul one of the five most memorable and impactful books in the last quarter century. For more information visit [www.chickensoup.com](http://www.chickensoup.com).