

Alloy Entertainment Launches New Digital-First Imprint with Amazon Publishing

First three books release today

SEATTLE—(NASDAQ: AMZN)—July 29, 2014—Today, Amazon Publishing and Alloy Entertainment, a division of Warner Bros. Television Group, announced a digital-first imprint that will focus on young adult, new adult and commercial fiction. The new imprint, named Alloy Entertainment, will be part of Amazon Publishing's Powered by Amazon program. Powered by Amazon enables publishers and authors to leverage Amazon's global distribution and personalized, targeted marketing reach.

Today also marks the publication date for the imprint's first three titles:

- *Imitation* by Heather Hildenbrand, which follows Ven, the clone of a wealthy, 18-year-old named Raven. Imitations like Ven only leave the lab when their Authentics need them—to replace the dead, be an organ donor, or in Ven's case, serve as bait when Raven's life is threatened. It is Ven's job to draw out Raven's assailants, but she must decide if she is prepared to sacrifice herself for a girl she has never met.
- *Every Ugly Word* by Aimee Salter, a coming-of-age story about a teenager named Ashley who sees her 23-year-old self when she looks in the mirror. Her older self has been through it all before, and helps Ashley survive torment from high school bullies, unrequited love for her best friend and a volatile relationship with her mom. But her older self also carries the scars of a terrible and imminent event in Ashley's life that she's powerless to stop.
- *Rebel Wing* by Tracy Banghart, a sci-fi fantasy adventure set in the war-torn Dominion of Atalanta. For Aris, the fighting is worlds away from the safety of her seaside town until her boyfriend Calix is drafted into the military. When Aris herself is recruited to become a pilot for an elite search-and-rescue unit, she leaps at the chance, hoping to be reunited with Calix. But what starts as mission driven by love turns into one of duty as Aris becomes a true soldier determined to save her Dominion...or die trying.

Alloy Entertainment acquired the books based on the unique voices of the authors and originality of the stories. The company worked closely with each of the writers throughout the publishing process in an effort to gain the widest possible readership. The books will be published under the Alloy Entertainment publishing banner, which currently includes more than 75 *New York Times* bestsellers.

"One of our strengths is working with talented authors to create and develop properties that have mass entertainment appeal," said Leslie Morgenstein, President of Alloy Entertainment. "This program is an exciting extension of our business and will allow us to leverage Amazon's ability to distribute to an incredibly diverse and broad readership."

"*Rebel Wing* is the book of my heart. It's a story I felt compelled to tell, both from the perspective of an Army wife and as someone who believes you can never have enough strong female characters in the world," said author Tracy Banghart. "Being given the opportunity to work with the incredibly talented folks at Alloy to make it the best version of itself was an exciting and affirming process, and knowing that its distribution will be handled by Amazon—a company that has already made so much possible for me as an indie author—is pretty much the definition of win-win as far as I'm concerned."

“Alloy has a tremendous track record developing stories, like *Gossip Girl*, *Pretty Little Liars* and *The Vampire Diaries*, that our customers love,” said Jeff Belle, Vice President of Amazon Publishing. “We’re thrilled to promote these books from Alloy Entertainment with our Powered by Amazon program. It’s a great fit.”

Authors who publish with Alloy Entertainment’s new digital-first imprint receive an advance and royalties paid on a monthly basis. Alloy Entertainment will also look for opportunities to develop acquired titles as television series, feature films, and digital entertainment.

About Alloy Entertainment

Alloy Entertainment, a division of the Warner Bros. Television Group, develops and produces original novels, television series and feature films. More than 75 of AE’s books have been on *The New York Times* bestseller list, including *The Vampire Diaries*, *Pretty Little Liars*, *Gossip Girl*, *Sisterhood of the Traveling Pants*, *The Luxe*, *Veronica Mars: The Thousand-Dollar Tan Line*, and *The 100*. AE has successfully adapted several of its properties into hit television shows for broadcast across multiple networks, including The CW, ABC, ABC Family and Nickelodeon. Current Alloy Entertainment television series include *Pretty Little Liars*, *The Vampire Diaries*, *The Originals* and *The 100*. AE feature films include *Sisterhood of the Traveling Pants 1 & 2*, *Sex Drive* and *The Clique*, with several additional projects currently in development including *Sisterhood Everlasting*, *The Merciless* and *The Brokenhearted*.

About Amazon.com

Amazon opened on the World Wide Web in July 1995. The company is guided by three principles: customer obsession rather than competitor focus, passion for invention, and long-term thinking. Customer reviews, 1-Click shopping, personalized recommendations, Prime, Fulfillment by Amazon, AWS, Kindle Direct Publishing, Kindle, Fire phone, Fire tablets, and Fire TV are some of the products and services pioneered by Amazon.

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