

FOR IMMEDIATE RELEASE

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Looks to Build General Trade Line

Watertown, MA, July 7, 2010—Charlesbridge Publishing, Inc. today announced the acquisition of Imagine Publishing of New York, a publisher of unique and eclectic books for children and adults.

Imagine was founded in 2009 by the father/son team of Charles and Jeremy Nurnberg. The co-founders will both join Charlesbridge, effective immediately. Charles, a 40 year industry veteran and former CEO of Sterling Publishing, will become Vice President & Publisher of the Imagine imprint. Jeremy, former Vice President Trade & Institutional Sales at Sterling, brings his 15 years of publishing experience to Charlesbridge as Vice President of Sales.

Imagine's list includes the Peter Yarrow Books imprint in partnership with legendary singer/songwriter and bestselling author Peter Yarrow of the iconic trio Peter, Paul and Mary. Books in this imprint include the current *New York Times* picture book bestseller *Over the Rainbow*, with a CD performance by Judy Collins, and the upcoming October 2010 release of *The Night Before Christmas*, with a CD by Peter, Paul and Mary.

"Our growing success motivated us to seek a publisher that could handle the needs of our expanding list," said Charles Nurnberg. "Charlesbridge has the full range of promotional and distribution capabilities that Imagine needs. Their publishing strategy reinforces our own philosophy to publish books that stand the test of time."

Charlesbridge—an independent publisher of children's fiction and nonfiction—has grown steadily over its twenty-year history. It currently enjoys critical and commercial successes with books such as Sibert Award Honor *The Day-Glo Brothers*, by Chris Barton; ALA Notable *Global Babies*, one of many books published in partnership with The Global Fund for Children; and the newly released *Bamboo People* by Mitali Perkins, named to the Indie Next List.

"Imagine adds an exciting new dimension to our list," said Charlesbridge Vice President and Associate Publisher Mary Ann Sabia, "while also leading us in a new strategic direction with our first general trade books, including *Delicious Diabetic Recipes*, the important new *Curiosity Guides* series, with titles on the human genome and global climate change, and for kids, Neil Sedaka's *Waking Up Is Hard To Do*."

Charlesbridge President Brent Farmer stated, "With the addition of Imagine we significantly increase our list and range. We look forward to enhancing the enduring relationships established over the years with children's booksellers, wholesalers, librarians, and teachers, and creating new relationships in the general trade arena."

Charlesbridge begins shipping Imagine Publishing titles immediately from their Massachusetts warehouse. Imagine customers may call Charlesbridge at (800) 225-3214 for questions pertaining to their orders.

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