



SCRIBNER

**STEPHEN KING'S
EBOOK ORIGINAL
MILE 81
TO GET KLOUT**

New York, August 25, 2011—On September 1, 2011 Scribner will publish an eBook-only edition of Stephen King's new short story *Mile 81* (Scribner, \$2.99/eBook; 80 pages). Available at all eBook retailers, *Mile 81* is the chilling story of an insatiable car and a heroic kid whose worlds collide at an abandoned rest stop on the Maine Turnpike. *Mile 81* also features a free excerpt from Stephen King's next highly anticipated novel *11/22/63* (Scribner, on-sale: November 8, 2011).

In order to create a unique social media conversation about both of Stephen King's forthcoming works, Scribner has teamed with [Klout](#)—the emerging standard for measuring online influence—who will offer a select number of Klout influencers the chance to download a free eBook of *Mile 81* starting today, one week before it goes on sale nationwide. Through Klout's *Perks* program, which offers exclusive products and experiences that are geared toward users' preferences, the select influencers will be encouraged to discuss *Mile 81* with their social media contacts and will also have the opportunity to share the eBook with one other person. The free eBook can be read on desktops and most eReaders.

"Social media contacts and influence are increasingly important," said Susan Moldow, Executive Vice President and Publisher of Scribner. "Klout has been a pioneer in reaching key online influencers. We are excited to team up with them to promote the publication of this terrific new short story from Stephen King, and to preview *11/22/63* ahead of its November publication."

--MORE--

#

About Scribner

Scribner is an imprint of Simon & Schuster, Inc., a part of CBS Corporation. Simon & Schuster is a global leader in the field of general interest publishing, dedicated to providing the best in fiction and nonfiction for consumers of all ages, across all printed, electronic, and audio formats. Its divisions include Simon & Schuster Adult Publishing, Simon & Schuster Children's Publishing, Simon & Schuster Audio, Simon & Schuster Digital, and international companies in Australia, Canada, and the United Kingdom. For more information visit our website at www.simonandschuster.com

About Klout

Klout measures influence online. Using its core technology, Klout analyzes social network data and identifies influential individuals based on the impact of their opinions, links, recommendations and other online content. Klout then provides innovative tools to allow companies, including major brands such as Disney, Audi, Nike and Fox, to interact with and interpret this valuable influencer data. Klout is a privately held company based in San Francisco, California.

(08/25/11)

Contact: Brian Belfiglio
V.P., Director of Publicity
Scribner
(212) 632-4945
brian.belfiglio@simonandschuster.com

Or
Susan MacTavish Best
Best Public Relations
(415) 505-0301
susan@bestpr.net