



S I M O N   &   S C H U S T E R

---

**Corporate Communications**  
1230 Avenue of the Americas  
New York, NY 10020  
(212) 698-7113 • Fax: (212) 698-7297

**NEWS**

---

**SIMON & SCHUSTER, INC. TO HANDLE SALES AND DISTRIBUTION  
FOR POKÉMON PUBLISHER PIKACHU PRESS**

New York, October 3<sup>rd</sup> —Simon & Schuster, Inc. announced today it has entered into an agreement with The Pokémon Company International to handle all sales, distribution and fulfillment of Pokémon™ titles from the company's newly established publishing arm, Pikachu Press. The agreement covers distribution in the United States, Canada and export markets. The first Pokémon titles from Pikachu Press will be published in Spring 2012.

“Pokémon continues to be an immensely popular, worldwide brand that, along with its cast of instantly recognizable characters has transcended games to become a publishing phenomenon,” said Stephen Black, Vice President, Client Publisher Services. “We are delighted for the opportunity to work with Pikachu Press to bring this exciting product line to our customers.”

“We are thrilled to partner with Simon & Schuster as Pikachu Press offers new and innovative Pokémon titles for our fans,” said J.C. Smith, director of Consumer Marketing, The Pokémon Company International. “Working with Simon & Schuster will only strengthen our sales and distribution channels in major markets around the world.”

Simon & Schuster, a part of CBS Corporation, 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, India and the United Kingdom. For more information, visit our website at [www.simonandschuster.com](http://www.simonandschuster.com)

**About Pokémon:** The Pokémon Company International, a subsidiary of The Pokémon Company in Japan, manages the property outside of Asia and is responsible for brand management, licensing, marketing, the Pokémon Trading Card Game, the animated TV series, home entertainment, and the official Pokémon website. Pokémon was launched in Japan in 1996 and today is one of the most popular children's entertainment properties in the world. For more information, visit [www.pokemon.com](http://www.pokemon.com).

---

A CBS COMPANY

**CONTACT:** Adam Rothberg  
Senior Vice President, Corporate Communications,  
adam.rothberg@simonandschuster.com  
212-698-1132

10/03/11

\*\*\*END\*\*\*