

COMPTON'S NEWMEDIA
2320 Camino Vida Roble
Carlsbad, CA 92009
619/929.2500

LIBRARIES GO HIGH TECH WITH COMPTON'S NEWMEDIA CD ROM LENDING LIBRARY PROGRAM

Carlsbad, Calif. -- June 26, 1993 -- For the first time ever, public libraries will be able to lend CD ROM titles and offer an exciting, new avenue of learning and information to their communities. Compton's NewMedia, a leading publisher and worldwide distributor of information, education, and entertainment on CD ROM, is offering libraries a specially marked series of children's storybooks, general reference, music, travel, and business titles and the world renown Compton's Interactive Encyclopedia on CD ROM for lending at libraries. These titles will include Compton's affiliate labels as well as their own titles.

Compton's will make the special library assortments available through NewMedia Source of San Diego, California. The assortments include ten, twenty, and forty titles prices from \$1,700 to \$3,800. Compton's will provide free display holders, making it easy for libraries to promote their new CD ROM offerings to the public.

According to Norman J. Bastin, senior vice president and general manager of Compton's NewMedia, "Multimedia is something that needs to be seen, and libraries will provide that preview to the general population. With the current growth of CD ROM and projections of one in nine homes having CD ROM drives by 1995, there is enough CD ROM hardware in homes and businesses to warrant a library lending program, which may attract a whole new segment of the population to libraries."

LIBRARY PROGRAM BASED ON SUCCESSFUL RENTAL TRACK RECORD

The individual CD ROMs will be stamped "For Lending Only," similar to the CD ROMs Compton's NewMedia has provided to video rental stores in a program launched just six months ago with distributor Major Video Concepts. With video stores placing multiple re-orders, the pilot plan proved so successful that the program has now been expanded with more titles and an increased number of video stores participating.

Software rental, under current law, is illegal without approval from the software publisher. Compton's NewMedia has obtained these rights and will provide special discs and packaging earmarked for lending only. Apart from these specially marked discs, software rental is still not allowed by law.

"As with the recently announced video store rental program, Compton's continues to push the envelope in terms of distribution of its own and its affiliated CD ROM labels. This now represents our twelfth distribution channel. We intend to bring CD ROM to the public in all channels, making it as ubiquitous as video tapes are today." Bastin concluded.

The Lending Library Program Package will include Compton's Interactive Encyclopedia plus a selection of the following titles:

Compton's Interactive Encyclopedia (Windows, Mac)
Compton's Family Encyclopedia (DOS)
Dictionary of the Living World (MPC/Mac)
World View (DOS/MPC/Mac)
Wild Places (DOS/MPC/Mac)
USA Today (Windows)
Bible Lands, Bible Stories (MPC)
American Heritage Illustrated Encyclopedia Dictionary (DOS)
Greatest Books Collection (DOS/Windows/Mac)
Library of the Future, 1st Edition (DOS/Windows/Mac)
Lyric Language -- Spanish or French (MPC/Mac)
Sleeping Beauty (MPC)
Electronic Library of Art: A Survey of Western Art (DOS/MPC/Mac)
The Doctor's Book of Home Remedies (M.O.S.T.)*
Mega Movie Guide (DOS)
New Basics Electronic Cookbook (DOS)
Jazz: A Multimedia History (MPC/Mac)
U.S. Presidents (M.O.S.T.)*
U.S.A. Wars: Civil War (DOS/Windows)
King James Bible (M.O.S.T.)*
Let's GO: 1993 Budget Guide to California & Hawaii (M.O.S.T.)*
The Lifestyles of the Rich and Famous Cookbook (MPC)
The Human Calculator (DOS)
Compton's Family Choice (DOS)
Berenstain Bears: Learning at Home, Vol. 1 (DOS)
Compton's Multimedia Golf Guide to California & Hawaii (DOS)
The Grammy Awards: A 34-Year Retrospect (DOS)
The Sporting News Pro Football Guide (MPC)
Time Table of Business Politics & Media (DOS)
Time Table of Science & Innovation (DOS/Mac)
Stories of Murder, Mystery, Magic, Terror & More (DOS/Windows/Mac)
Peter & the Wolf (MPC/Mac)
Adventures of Pinnochio (Mac)
Time Traveler CD (Mac)
Japan Business Travel Guide (M.O.S.T.)*
Sales Manager's Factomatic (M.O.S.T.)*
Executive's Factomatic (M.O.S.T.)*
New York at its Best (M.O.S.T.)*
Washington at its Best (M.O.S.T.)*

*M.O.S.T. is Compton's NewMedia's Multiple Operating Systems Technology allowing DOS, Windows and the Sony Multimedia Player versions of a title to co-reside on a single CD ROM disc.

Compton's NewMedia is a leading provider of information, education and entertainment software in the CD ROM industry. Compton's pursues an aggressive marketing program for the mass consumer market, offering compelling floppy titles such as the award-winning Designasaurus and Berenstain Bears series, and such CD ROM titles as Compton's Interactive Encyclopedia for the Macintosh and PC, and Jazz: A Multimedia History. Compton's own titles and those of its affiliates can be found at more than 4,800 retailers throughout the country.

NewMedia Source can be reached at 3820 Valley Center Drive, San Diego, CA 92130-9834. Telephone 1-800-344-2621 or 619-438-9377.