

## FOR IMMEDIATE RELEASE

Contact:  
Kim Lombardi  
Marketing Specialist  
Kim@peachpit.com  
800-283-9444 X123

### **Peachpit Forms Publishing Alliance with palmOne**

New palmOne Press takes a novel approach: Giving readers what they want.

**BERKELEY, Calif.—April 28, 2004—** In conjunction with palmOne's Zire™ 31 and Zire 72 handheld product announcements earlier today, Peachpit Press and palmOne, Inc. have launched the first palmOne developed and authorized book, **Now You Know Zire** (ISBN: 0-321-28631-6) under palmOne's newly established palmOne Press. The book, published by Peachpit Press, is immediately available and covers palmOne's newly announced Zire 31 and Zire 72 handhelds. While the new handhelds ship with a comprehensive manual, this new book is an accessory item for those people who really want a quick and easy guide to their new Zire handheld.

palmOne Press is based on a novel approach to consumer publishing: compact and colorful books filled only with tips and techniques that require minimal reading. "What we've come up with is genuinely unique in the retail book industry: a slim, handheld-sized, 4-color book, full of tips, perfect for a person on the go who wants to get the most out of their Zire handheld but doesn't want to spend a lot of time reading about it," says Rose Rodd, director of palmOne Product Line Marketing and the new palmOne Press. Conceived by a team designers and editors and palmOne staff, the book presents the best features of the new Zire products in an easy-to-understand and easy-to-use format – a lay-flat binding, bright color pages, and a graceful, intuitive design and organization of topics.

*Now You Know Zire* is a fundamentally different book, designed by the San Francisco design firm MetaDesign, in tandem with Overton Hayward group, a Boise-based firm that specializes in writing about technical topics for consumer audiences. The book was managed by Patrick Ames of BookVirtual Corp., the former founder and publisher of Adobe Press. "This book was designed by a team that truly understands the consumer experience," says Nancy Ruenzel, Publisher of Peachpit. "It's all about making a user-friendly product even more so -- showing people fast and easy ways they can use their new Zire handheld to make their lives easier and better."

**Now You Know Zire** will be available at [www.palmone.com/us/stores](http://www.palmone.com/us/stores), at [www.peachpit.com](http://www.peachpit.com), and at local bookstores everywhere.

More information about palmOne, Inc. is available at <http://www.palmOne.com>.

### **About Peachpit**

Berkeley-based Peachpit has been publishing top-notch books on the latest in graphic design, desktop publishing, multimedia, Web publishing, and general computing since 1986. Its award winning books feature step-by-step explanations, timesaving techniques, savvy insider tips, and expert advice for computer users of all sorts. Peachpit represents

an elite collection of the world's top computer book imprints specializing in graphics and design, including its flagship, **Peachpit Press**, as well as **New Riders**, TechTV Press, **Adobe Press**, **Macromedia Press**, among others. Peachpit is a part of **Pearson Education**, the world's largest integrated educational publisher (a Pearson company, NYSE: PSO).

# # #

palmOne and Zire are among the trademarks or registered trademarks owned by or licensed to palmOne, Inc. or its subsidiaries.