

Harlequin Enters Brazilian Book Market

Contributed by Newsroom
Monday, 14 February 2005

Harlequin Enterprises Limited, a leading publisher of women's fiction, announced today that effective April 1st, 2005, the company will expand its international operations and will be operating in a joint partnership with Record Publishing Group, a leading publisher in Brazil.

"We are very excited about expanding our operations to Brazil, particularly with such a highly respected publisher and because we know Brazil is a large and very literate market," said Donna Hayes, Publisher and CEO, Harlequin Enterprises.

"We had previously licensed our books in Brazil very successfully. Now, through our partnership with Record Publishing Group, we can bring our stories in a whole new format to this vibrant market. It represents a strong growth opportunity for Harlequin."

More than 184 million people live in Brazil, where the literacy rate is 86%. The country represents more than one third of Latin America's Gross Domestic Product.

In the first year of production, Harlequin and Record Publishing plan to publish more than 100 titles and will launch their novels in two formats.

Harlequin is set to play a leading role in establishing the North American-style paperback segment in Brazil, as well as publishing in the already well known digest-style book. Both formats will be priced competitively.

"I am delighted to be partnering with Harlequin, a global force in women's fiction publishing," said Sergio Machado, President and owner of Record Publishing. "This is a powerful combination."

This new expansion will be led by Managing Director Valeria Chalita who will be based in Rio de Janeiro. The new publishing venture will receive strong advertising support in magazines and other mass media, at newsstands and through trade events. There will also be a media launch event in early 2005.

Since Harlequin's inception, the company has directly expanded its operations to 18 locations around the world.

Harlequin Enterprises Limited is one of the world's leading publishers of women's fiction. Its books are published worldwide in 25 languages and sold in 94 international markets.

The company publishes 100 titles monthly and publishes more than 1,000 authors from around the world. Last year, Harlequin sold approximately five books every second. Harlequin is a wholly owned subsidiary of Torstar Corporation.

Harlequin Enterprises Limited
www.harlequin.ca

PRNewswire