



PRESS RELEASE

For further information please contact: Susie Hallam, Head of Marketing and Publicity

Tel: 01626 323259

email: susie.hallam@fwmedia.com

Fax: 01626 323319

6 April 2010

David & Charles announcement

James Woollam is appointed Managing Director

Sara Domville, President at F+W Media, Inc., is delighted to announce that James Woollam has been promoted to Managing Director of David & Charles.

Woollam joined D&C in 2008 as Director of eCommerce to lead the business through the closure of the book club operations and transition to a new online focus. During 2009 he added online trade sales and digital content to his portfolio. He has now assumed overall leadership for the business. Domville said, "James has proven his drive and vision to lead D&C. He will work closely with me and his leadership team to further align D&C to the overall F+W Media media-agnostic, community-based strategy."

"With James' eCommerce and savvy online marketing background we intend to maximize our group assets. As such, D&C will focus on core vertical communities, and create and deliver content to our consumers in the manner they desire from traditional publishing, online education, ebooks and digital downloads, and through partnerships with third parties. Additionally, with our strength in trade sales, digital and direct to consumer experience we will grow our distribution business by adding clients to our impressive portfolio which today includes Reader's Digest and Dover Publications."

Said Woollam, "David & Charles has a rich history of serving enthusiasts and over the years we have published into many categories. Now, in our 50th year, many of the values from our past are more important than ever before. Our community focus ensures we continue to put the consumer at the heart of our business and this will be key to our success as we embrace market changes and opportunities.

In partnership with parent Company F+W Media, we are actively pursuing new media channels and digital opportunities. We create new content with an open mind to the printed and digital opportunities and have relaunched our direct to consumer business with an eCommerce focus. Going into our next 50 years, we are confident about the market opportunities and look forward to being not just a publisher but a community-focused, media business."

David & Charles Limited / Brunel House / Newton Abbot / Devon / TQ12 4PU / www.davidandcharles.co.uk

David & Charles, an F+W Publications Inc. company

PRESS RELEASE

Notes:

James Woollam began his career as a graduate apprentice at Wunderman direct marketing, working with The AA, Star Alliance and Ford Europe. Following Wunderman, he joined Saatchi & Saatchi London where he spent six years working as Account Director for clients including Toyota, P&G, Telewest and NOW Broadband. Woollam was part of the team that launched Saatchi & Saatchi X, the direct and retail marketing arm of the business. During this period as a consultant his focus was on developing marketing strategy and implementing direct marketing campaigns for his clients, while driving new opportunities to take brands online and exploit the digital opportunity.

David & Charles is at the London Book Fair, Monday 19th – Wed 21st April, stand H235

Reference:

Trade website: www.davidandcharles.co.uk

Direct to consumer sites: www.rucraft.co.uk, www.rubooks.co.uk

For more information please contact

Susie Hallam 01626 323259 susie.hallam@fwmedia.com

David & Charles is an F+W Media, Inc. company

6 April 2010

