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**FOR IMMEDIATE RELEASE**

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## **FRANKLIN ELECTRONIC PUBLISHERS LAUNCHES ENGLISH LANGUAGE LEARNING PRODUCTS FOR KOREA**

**English-Korean /Korean-English Version of Franklin's Award Winning Pagemark TM Series To  
Debut in South Korean Market**

**BURLINGTON, New Jersey – March 30, 2006** - Franklin Electronic Publishers, Inc. (AMEX:FEP), a world leader in handheld information, today announced that Youngbo Trading Co., Inc. will distribute Franklin's first new product for the burgeoning South Korean eDictionary market. The Pagemark Dictionary Model PMK-540, a Korean-English, English-Korean handheld, electronic dictionary in a unique and convenient form factor is expected to be available in electronic retailers, direct marketing channels, on-line shopping, and bookstores throughout South Korea next month.

Franklin's Pagemark series combines leading content in a format as thin as a bookmark that can clip onto the cover of any book. The PMK-540 is the perfect solution for native Korean English Language Learners on the go who thirst to improve their English language skills. Unlike other eDictionaries presently in the Korean marketplace, the Pagemark Dictionary is intended to be a convenient companion to English print books making it the perfect complement for immersion learning of any English based text.

The PMK-540 is based on the Kumsung English-Korean/Korean-English print dictionaries each containing more than 170,000 head words. The Pagemark handheld allows the user to input queries using either English or Korean Hangul characters for instantaneous translation, which is essential for English Language Learners to become proficient.

"Franklin pioneered the Korean eDictionary market back in the early 1990's and we're excited to be back launching our first of a line of new products into this market. South Korea alone accounts for over US \$160 million annually on a wholesale basis for electronic dictionary sales. In South Korea, our partner Youngbo commands 20% of the market" said Barry Lipsky, CEO and President of Franklin. "Franklin is uniquely positioned to offer English Language learning solutions for the Asian markets and you can expect to see a number of additional products launched later this year in the South Korean market" he added.

### **About Youngbo Trading Co., Inc.**

Youngbo Trading Co., Inc., headquartered in Gangnam, Seoul, is a leading distributor in the electronic handheld device market of Korea. As a leading distributor, Youngbo not only has many distribution channels including electronic retailers, direct marketing, on-line shopping, TV homeshopping, and bookstores but also all the influential merchandisers who have full experience in the electronics market. In addition, Youngbo has the ability to develop various reference contents specifically for Korean users through many partnerships with major publishers of Korea. With this indepth knowledge and experience in the Korean market, Youngbo Trading Co. provides the essential elements that are necessary to make an impact in the electronics market in Korea.

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## About Franklin

Franklin Electronic Publishers Incorporated (AMEX:FEP) is a world leader in electronic handheld information, having sold more than 37,000,000 electronic books since 1986. Current titles available directly or through partners number more than 22,000 in sixteen languages under license from world class publishers, such as Merriam-Webster and HarperCollins, focused in five genres: Learning, Language Learning, Travel, Spiritual, and Leisure. The Company also licenses its underlying technology to an array of partners including Adobe, Sun Microsystems and Ademco (a division of Honeywell). Franklin distributes ROLODEX<sup>®</sup> Electronics branded organizers worldwide and SEIKO branded reference products in North and South America, Australia and the European Community. Franklin's products are available at 45,000 retail outlets worldwide, through catalogs, and online at <http://www.franklin.com>.

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