

**Franklin**<sup>®</sup>  
Electronic Publishers  
One Franklin Plaza  
Burlington, NJ 08016-4907  
(609) 386-2500

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**CONTACT:**

Erin Salvatore  
Garfield Group Public Relations  
215-867-8600 Ext. 250  
[esalvatore@garfieldgroup.com](mailto:esalvatore@garfieldgroup.com)

**FOR IMMEDIATE RELEASE**

**Franklin Launches Multimedia Interactive Handheld  
for English Language Learning**

**BURLINGTON, New Jersey, December 09, 2008** – Franklin Electronic Publishers, Incorporated (AMEX:FEP), of Burlington, New Jersey, a worldwide leader in handheld electronic information, has launched the first in a series of handheld electronic products for English language learning. Franklin's new English Language Trainer (Model MG-6803D) handheld is targeted at native German speakers who want to learn English on the go. The award winning language learning content chosen by Franklin is an English language learning course, developed by *digital publishing* AG of Munich, Germany, based on its interactive course driven language learning techniques.

"Language Learning remains core to Franklin's future, and the English Language Trainer handheld is an important first step in expanding our product portfolio from the language learning aids that we have historically developed into a series of handheld language learning solutions," said Barry J. Lipsky, President and Chief Executive Officer of Franklin. "By combining *digital publishing's* expertise in teaching languages with Franklin's expertise in portable technology and content presentation, serious English learners can now study any place, anywhere, at any time. With the worldwide boom in English as a Foreign Language (EFL) learning, many electronic devices that are marketed under the banner of "teaching English" merely contain collections of English language learning materials. Our handheld notably, is the first device that uses an interactive course driven approach that has been successfully used for teaching languages to over 4 million users worldwide."

While Franklin has targeted the German EFL market initially in its alliance with *digital publishing* AG, the Company expects to take the MG series of language learning handhelds into other geographic markets ripe for affordable, portable English language learning solutions.

Franklin's English Language Trainer handheld sports a 2.5 inch TFT color display, MP3 playback capability, SD memory card expansion, USB connectivity, and TV output to allow students to view the English language learning course on the screen of any standard television set. The suggested retail price is 199 Euro and is available now throughout Germany at MediaMarkt/Saturn, Hugendubel or online at [www.franklin.com/de](http://www.franklin.com/de).

## About Franklin

Franklin Electronic Publishers Incorporated (AMEX:FEP) is a world leader in electronic handheld information, having sold approximately 41,000,000 electronic books. Current titles available directly or through partners number more than 52,000 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 Oceania and the European Community. Franklin's products are available at 49,000 retail outlets worldwide, through catalogs, and online at <http://www.franklin.com>.

ROLODEX<sup>®</sup> is a registered trademark of Berol Corporation, a subsidiary of Newell Rubbermaid Inc. SEIKO is a registered trademark of SEIKO Corporation.

*Except for the historical information contained in this news release, the matters addressed are forward-looking statements. Forward-looking statements, written, oral or otherwise made, represent the Company's expectation or belief concerning future events. Without limiting the foregoing, these statements are often identified by the words "may," "might," "believes," "thinks," "anticipates," "plans," "expects" or similar expressions. In addition, expressions of our strategies, intentions or plans are also forward-looking statements. Such statements reflect management's current views with respect to future events and are subject to risks and uncertainties, both known and unknown. You are cautioned not to place undue reliance on these forward-looking statements as there are important factors that could cause actual results to differ materially from those in forward-looking statements, many of which are beyond our control. Investors are referred to the full discussion of risks and uncertainties as included in Franklin's filings with the Securities and Exchange Commission.*