



One Franklin Plaza
Burlington, NJ 08016-4907
(609) 386-2500

Contacts:

MODA International Marketing, Inc.:

Michelle Alfandari 212-687-7640

info@modaintl.com



The New York Times



Franklin Electronic Publishers, Inc.:

Erin Salvatore: Garfield Group Public Relations, 215-867-8600 Ext. 250

esalvatore@garfieldgroup.com

FOR IMMEDIATE RELEASE

**Franklin Electronic Publishers and The New York Times Launch a Handheld
Version of the Classic Game: SET®**

BURLINGTON, NEW JERSEY - February 11, 2009 [The New York Times](#) and [Franklin Electronic Publishers, Incorporated](#) (NYSE Alternext US:FEP) today announced the creation of a handheld electronic version of the award-winning card game: SET®. SET® is currently being offered on the crossword and game pages of www.nytimes.com and has quickly become one of its most frequently viewed pages. The electronic version of SET® from The New York Times and Franklin includes a color LCD display, four versions of the game (Classic, Timed, Puzzle and Arcade), multiple difficulty levels and a host of other features. It will debut at the Set Enterprises, Inc. booth at Toy Fair in New York opening on February 15, 2009.

The licensing deal was facilitated by MODA International Marketing, the exclusive licensing agency for The New York Times.

“Franklin’s version of SET® takes the classic card game to a new level of brain-twisting fun,” says Toshihide Hokari, senior vice president, chief operating officer of Franklin Electronic Publishers. “Designed for both adults and kids, SET® is an addictive, highly original family game of visual perception and logic that can be played at any time, in any location.”

“SET® has been in the market as a card game for many years and has a very strong cult following. Once The New York Times determined that SET® would make a great addition to their website this handheld version by Franklin was the perfect next step,” says Michelle Alfandari, president of MODA International Marketing. “The game is especially appealing to The Times because it’s both intellectually challenging and fun. Having a presence on New York Times online and in the electronic game category will catapult SET® to a new level of popularity.”

“The category of brain games is really expanding (SET® is the #1 bestselling card game on Amazon.com) and there is no better brand for these products than The New York Times,” says Colette Falco, president of Set Enterprises. “Franklin is known for making proven content digital and portable for easy access. We’re confident that consumers will love the electronic version of SET® by Franklin.”

About The New York Times:

The New York Times Company, a leading media company with 2008 revenues of \$2.9-billion, includes The New York Times, the International Herald Tribune, The Boston Globe, 16 other daily newspapers, WQXR-FM and more than 50 Web sites, including NYTimes.com, Boston.com and About.com. The Company’s core purpose is to enhance society by creating, collecting and distributing high-quality news, information and entertainment.

About Franklin:

Franklin Electronic Publishers, Incorporated (NYSE Alternext US: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® 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® 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.

About Set Enterprises, Inc.

Set Enterprises, Inc. is a family owned and operated business located in Fountain Hills, Arizona and is a leading developer of award winning family and educational games. For more information about any of Set Enterprises' award winning games, please visit www.setgame.com, call (480) 837-3628 or visit booth #943 at the 2009 New York Toy Fair.

About MODA International Marketing, Inc:

MODA International Marketing, est. 1988, is an international licensing agency that uses licensing to leverage existing assets such as trademarks, brands and patents to meet its clients' marketing, business development and revenue goals. MODA offers its broad client base customized strategic planning, implementation and management of turnkey licensing programs.

For over 20 Years, MODA has distinguished itself by identifying and implementing opportunities, generating incremental revenue; strengthening and extending our clients brands and technologies throughout the global marketplace.

For more information about MODA International Marketing, Inc., please visit www.modaintl.com.
