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The New York Times

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FOR IMMEDIATE RELEASE

MODA International Marketing and Franklin Electronic Publishers Announce New License for The New York Times

Burlington, New Jersey – April 3, 2008 – [The New York Times](#) and [Franklin Electronic Publishers, Incorporated](#) (AMEX:FEP) have inked an agreement to launch a New York Times branded Electronic Handheld PageMark™ Dictionary. The NYT-540MW is scheduled to be in stores this fall.

Thin as a bookmark, this handheld reference is designed to complement any book, featuring content from the "[On This Day](#)" section of [The Times Learning Network](#) – a website providing educational information for teachers, students, and parents. Users will also have instant access to over 300,000 definitions from Merriam-Webster, phonetic spell correction, word games and other learning exercises.

"We are delighted to have entered into this collaboration with The New York Times," says Michael Crincoli, Vice President of North American Operations at Franklin. "The New York Times is the world's most recognized and prestigious newspaper. Leveraging New York Times owned content creates infinite opportunities for us to develop new, and enhance existing, products."

Nancy Lee, Vice President of Development for New Business at the News Service Division of The New York Times agrees. "We're delighted to work with Franklin. They have great experience developing and publishing reference and educational content in electronic format. There will be many more opportunities for collaboration in the future."

About The New York Times:

The New York Times Company (NYSE: NYT), a leading media company with 2007 revenues of \$3.2 billion, includes The New York Times, the International Herald Tribune, The Boston Globe, 15 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 (AMEX:FEP) is a world leader in electronic handheld information, having sold more than 39,000,000 electronic books since 1986. Current titles available directly or through partners number more than 40,000 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 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>.

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 herein, the matters discussed throughout this release, including, but not limited to, those that are stated as Franklin's belief or expectation or preceded by the word "should" are forward looking statements that involve risks to and uncertainties in Franklin's business, including, among other things, the timely availability and acceptance of new electronic products and other risks and uncertainties that may be detailed from time to time in Franklin's reports filed with the Securities and Exchange Commission.

About MODA International Marketing, Inc:

MODA International Marketing is a full service Licensing and Marketing agency that uses licensing as a business development model to leverage existing assets such as trademarks, brands, patents, ingredients and technology on a global or national basis. Established in 1988, MODA offers its broad client base customized strategic planning, implementation and management of turnkey licensing programs.

For over 19 Years, MODA has distinguished itself by identifying dynamic opportunities to strengthen and extend client brands and technologies throughout the global marketplace. MODA is proud to have delivered untapped profits across diverse industries and distribution channels.

MODA Clients:

Audiovox[®], Jensen[®], Acoustic Research[®], Advent[®], Terk[®] (Audiovox Corporation)*; The New York Times^{®*}; Dakar and Le Tour de France (ASO)*; Champion[®] Athleticwear (Hanesbrands Inc.); Champion Europe; Coty, Inc.*; Trader Vic's[®] (NUBECO Corporation)*; LYCRA[®] (Invista)*; Bollé[®], Bushnell[®] Hoppes[®] and Tasco[®] (Bushnell Outdoor Products)*; Design in America[™] and National Trust for Historic Preservation^{®*}; The Henry Ford^{®*}; Unipal Corrugated Pallets (Mondi-Anglo American plc)*; Ritz Hotel Limited – Ritz Paris; Better Homes and Gardens[®] (Meredith Corporation); Snap-on Tools[®]; Mack Trucks, Inc; Victoria and Albert Museum-London; and AskJeeves.

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

*Indicates current clients