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FOR IMMEDIATE RELEASE

**FRANKLIN ELECTRONIC PUBLISHERS INTRODUCES THE NEW MERRIAM-
WEBSTER® DICTIONARY & MP3 PLAYER FOR BACK-TO-SCHOOL**

Learn While Listening - Reference Device Speaks Volumes

BURLINGTON, New Jersey – August 03, 2006 – Franklin Electronic Publishers (AMEX:FEP), a leading developer of innovative electronic handheld devices, today announced the availability of its MWD-480, Merriam-Webster® Dictionary & MP3 Player. This is Franklin's first popularly priced electronic reference device incorporating MP3 capabilities for audio books, podcasts, and music.

The new electronic Merriam-Webster Dictionary & MP3 Player from Franklin includes 274,000 definitions and a built-in audio player. Reference features include Phonetic Spell Correction, a Confusables® function that distinguishes commonly confused words, a Crossword Puzzle Solver, five games, and a local/world clock. The MWD-480 also contains a memory expansion slot that accepts standard SD memory cards allowing the user to store additional content and a USB cable to transfer audio files from a PC.

"Our new MWD-480 goes beyond standard reference devices," said Mike Crincoli, Franklin's Vice President of North American Operations. "This multi-purpose dictionary has been designed to address the needs of a wide range of users, from students to professionals. Combining the dictionary with an MP3 player allows us to market to a rapidly growing segment of the population that relies on technologies such as podcasting for information."

According to a recent Nielsen//NetRatings report, over 9.2 million users have recently downloaded an audio podcast. In addition, eMarketer states that the audience for podcasts has shown meteoric growth, particularly in the US. It is variously projected to reach between 20 million and 80 million by 2010.¹

The Franklin Merriam-Webster Dictionary & MP3 Player is currently available nationwide at \$79.99 at Office Depot, Office Max, and Staples and at www.franklin.com.

1. Mike Chapman, "Podcasting: Who's Tuning In?" *eMarketer*, 2006

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 26,000 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 43,000 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 books, and other electronic products, changes in technology, the impact of competitive electronic products, the management of inventories, dependence on key licenses, titles and products, dependence on third party component suppliers and manufacturers, including those that provide Franklin-specific parts and other risks and uncertainties that may be detailed from time to time in Franklin's reports filed with the Securities and Exchange Commission.

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