

YelloReader

eReader Directory Publishing

Format your Directories for the Nook & Kindle

Extended Distribution—Mobile Reader Apps

eBook Publishing for Kindle and Nook Readers

Amazon is reporting that sales of their electronic books now exceed all of their printed books combined. A milestone for publishers.

With rapid sales growth flourishing worldwide for both the Kindle and the Nook readers, created by Amazon and Barnes & Noble respectively, eBook sales have skyrocketed. **YelloReader** was developed to format and publish both white and yellow pages directories into eBooks for each platform and device.

Both devices also have mobile apps that allow the eReader to be virtually used on almost any other mobile device, such as an iPad, iPhone, Android, BlackBerry, other Smart phones, PCs and MACs. With this extended-device usership capability, the Kindle and Nook are clearly the eReader leaders worldwide.

Amazon and Barnes & Noble are reporting exponential growth of their devices and eBooks month over month and year over year. eBooks for eReaders are cost efficient and very popular.

Yellow Magic Incorporated's **YelloReader** will format both White and Yellow Pages to display a Table of Headings, all incolumn listing types, graphics, and more.



Significance of Kindle & Nook eReader Directory Publishing

- **Distribute your White and Yellow Pages Digitally on Amazon for Kindle and on Barnes & Noble for the Nook**
- **Cost Efficient Solution to Increase Distribution Significantly for both White and Yellow Pages to Millions of Kindle and Nook Users**
- **Extend your Reach even Further with Millions of other Mobile Device Users Installing the eReader's Mobile App, ie: The Nook and Kindle for the iPad, iPhone, iPad, BlackBerry, Android, other Smart Phones and Tablets, PCs, MACs and Linux Platforms**
- **Revenue Generation Opportunity**
- **Users can Download your Directories on Amazon and Barnes & Noble Platforms**
- **YelloReader also Allows Nook and Kindle Devices to Download your Directories FREE off Your Own IYP or Home Website**

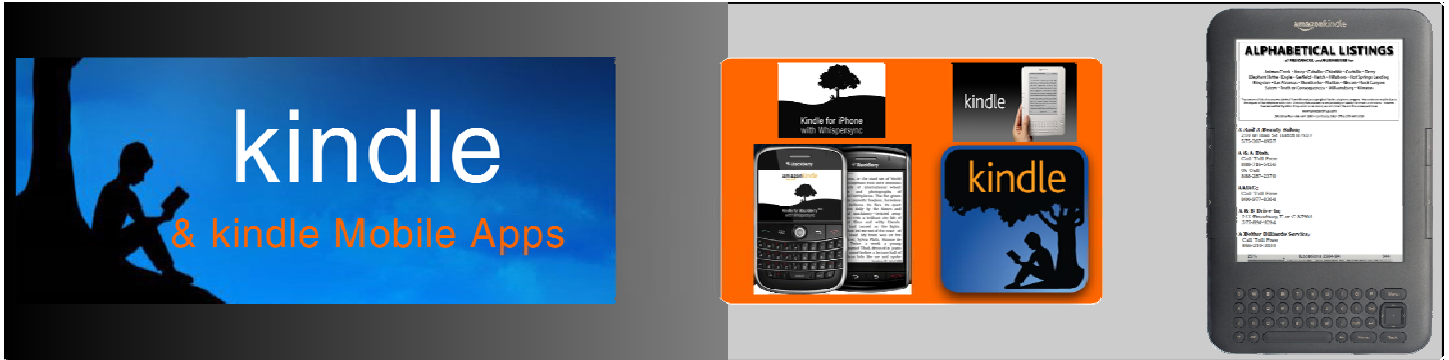


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"Any Sufficiently Advanced Technology is Indistinguishable from Magic"
-Arthur C. Clarke

eReader Publishing Kindle & Nook



Amazon Kindle and Barnes & Noble Nook Platforms, eReaders and Apps

- There are millions of Kindle and Nook eReaders worldwide.
- Devices are priced affordably, which dramatically increases market penetration.
- Both Kindle and the Nook also EXTEND their universe of users with their Mobile Apps which allow other tablets and devices to install the Kindle or Nook Readers for the iPhone, BlackBerry, Android products, SmartPhones, iPad and hardware such as PCs, MACs and a Linux.
- The mobile eReader applications for other devices give the Nook and Kindle eBooks a superior wide area “network” for users for eDistribution.
- The Amazon Kindle platform offers over 650,000 titles, and the Barnes and Noble Nook platform is touting over 2 million eBooks.

*Let **YelloReader** format your directories into eBooks and add eReader Directory Publishing to your Electronic Distribution Plan - Capture an even greater share of the market today!*

