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**FOR IMMEDIATE RELEASE**

## **Best-Selling Adoption Book Now Available In All Popular E-Book Formats**

*E-book format enables content delivery to popular devices such as Amazon's Kindle, Apple's iPad and mobile phones.*

**Rochester, NY – July 27, 2010** – The best-selling adoption book *What I Want My Adopted Child to Know: An Adoptive Parent's Perspective* is now available in all popular e-book formats and can be purchased through Amazon's Kindle Store, Apple's iBookstore, BarnesandNoble.com, Borders.com, Kobobooks.com, Sony's Reader™ Store, and Smashwords.com. The book will also be available through the soon-to-be-launched Google Editions e-bookstore. The introduction of the e-book version follows the emergence of electronic book publishing and allows instantaneous content delivery to popular devices such as Amazon's Kindle, Apple's iPad, Barnes & Noble's nook™, mobile phones and computers.

While electronic books are still in their infancy, comprising an estimated 5% to 8% of the market today, they are the only segment of the industry showing accelerated growth. In 2009 U.S. book sales fell 1.8% to \$23.9 billion, but e-book sales increased 176.6% to \$313 million, according to the Association of American Publishers. By some estimates, digital books will comprise between 20-25% of unit sales by 2012.

"I'm excited about introducing my adoption book to a new audience through an expansive online platform," said Sally Bacchetta, author and adoptive mother of two. "With the growing trend toward e-books and mobile devices I want to make my adoption book accessible to any reader, anywhere, and at anytime – at an even more affordable price. It also enables me to instantly publish revised editions as they become available."

*What I Want My Adopted Child to Know: An Adoptive Parent's Perspective* is available in Amazon's proprietary Kindle format (.azw) for use in its Kindle e-readers or on one of Amazon's free reading apps. Through its Whispersync technology, customers can automatically synchronize last page read, bookmarks, notes, and highlights across Kindle and Kindle-compatible devices.

The book is also available as an ePub file compatible with many popular e-book readers and mobile devices, including Android, Apple's iPad, iPhone or iTouch, Barnes & Noble nook™, Blackberry, Kobo eReader, and Sony Reader™. Free reading apps are also available for use on PC or Mac computers. The ePub format is an open e-book standard created by the International Digital Publishing Forum (IDPF) and is designed for reflowable content, allowing the text to be optimized for the particular display device.

### **About Sally Bacchetta**

Sally Bacchetta is an award-winning writer and sales training consultant with more than a decade of experience in medical writing, magazine journalism, and corporate communications. She draws on her educational and professional background in psychology and counseling to illuminate the private thoughts of adoptive parents with sensitivity and startling honesty. Bacchetta is the Rochester Adoptive Families Examiner and her articles have appeared in national and local publications including *Genesee Valley Parent* magazine. For more information or to purchase *What I Want My Adopted Child to Know: An Adoptive Parent's Perspective* in softcover, hardcover, or e-book formats visit [www.TheAdoptiveParent.com](http://www.TheAdoptiveParent.com).

### **About Amazon Kindle**

Kindle and Kindle DX are the revolutionary portable e-readers that wirelessly download books, magazines, newspapers, blogs and personal documents to a crisp, high-resolution electronic ink display that looks and reads like real paper. Kindle and Kindle DX utilize the same 3G wireless technology as advanced cell phones, so users never need to hunt for a Wi-Fi hotspot. Kindle is the #1 bestselling product across the millions of items sold on Amazon.

### **About Apple iPad**

Apple's revolutionary new iPad lets users browse the web, read and send email, enjoy and share photos, watch videos, listen to music, play games, read e-books, and much more.

The new iBooks app for iPad includes Apple's new iBookstore, the best way to browse, buy and read books on a mobile product. The iBookstore features books from the New York Times Best Seller list from both major and independent publishers, including Hachette Book Group, HarperCollins Publishers, Macmillan Publishers, Penguin Group, and Simon & Schuster.

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The Sony Reader Daily Edition™, Reader Touch Edition™, and Reader Pocket Edition™ e-book readers feature Sony's award-winning industrial design and an E Ink® Vizplex™ electronic paper display that emulates the look of ink on paper. Sony's e-book Library software 3.0, which now includes support for many Apple® Macintosh® computers as well as PCs, makes it easy to transfer and read any Adobe® PDF (with reflow capability), ePub, Microsoft® Word®, BBeB®, or other text file formats on the Reader™.

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