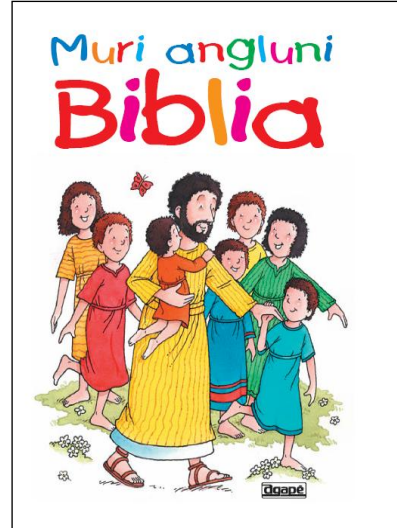
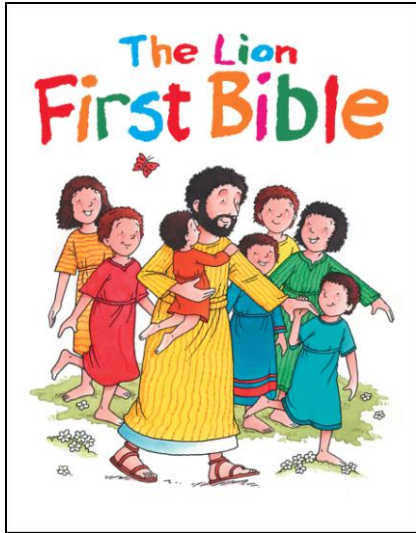


200th Language Translation for Lion Children's Books



Lion Children's Books, an imprint of Lion Hudson plc, is delighted to announce that it has just sold translation rights into its 200th language.

The deal is with Agape Konyvkiado, a publisher based in Serbia and Hungary, for a co-edition of Lion's bestselling children's book, "The Lion First Bible" – or in this case "Muri angluni Biblia".

The book will be printed in Lovari, the language spoken by Roma people in several European countries including Serbia, Hungary, Romania, Poland and the Ukraine.

One of the benefits which Lion Hudson has been able to offer international publishers is printing in minority languages like Lovari, which are often not viable on a stand-alone publishing basis.

Agape, a Franciscan publishing house, has been involved in special projects to help the Lovari Roma people, who for hundreds of years have been a persecuted and side-lined ethnic minority in central Europe, but with a rich and diverse tradition. To have books in their own dialect is of great importance to maintain their ethnic and spiritual identity. Agape is a long-standing partner of Lion Hudson, having already published "The Lion First Bible" and many other books into Hungarian.

"I am so proud and excited that Lion Hudson has reached this amazing milestone. This is testimony to our dedicated international team whose vision is as fresh today as when the company began promoting its books worldwide 40 years ago. Our longstanding international publishing partnerships have helped to shape and define Lion Hudson's achievements and maintain the company's sought after creativity and continued success." NICK JONES, INTERNATIONAL SALES DIRECTOR

Lion Hudson Managing Director, Paul Clifford is available for comment and photographs on the Lion Hudson stand (H805) on Tuesday 12th April.