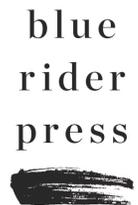


NEWS FROM
blue rider press

A MEMBER OF PENGUIN GROUP (USA)



**THE DEFINITIVE STORY OF FACEBOOK
TO BE PUBLISHED BY BLUE RIDER PRESS**

Written with the company's cooperation, the as-yet-untitled account of the social media giant's massive growth, cultural impact and future ambitions, by renowned journalist Steven Levy, will be published in 2019

(NEW YORK, NY) July 14, 2016— Blue Rider Press announced today that celebrated technology writer Steven Levy will write a book about Facebook, one of the world's most transformative and powerful companies. Facebook is cooperating with the project. The as-yet-untitled book will be published by Blue Rider Press, a member of Penguin Group USA, in late 2019. World English rights were acquired by Blue Rider Press president and publisher David Rosenthal, who will edit, from Flip Brophy at Sterling Lord Literistic.

“Late last year, just after the company announced that a billion users had logged in on a single day, I realized that Facebook was doing something unique in human history—it was striving to connect the whole world,” says Levy. “Even connecting the next ~~two~~ billion people would make this incredibly powerful company even more of a force.” Levy has been covering the company since its early days, but he realized that the definitive account of its massive growth, distinct, corporate culture and soaring ambitions (tied to its super-focused CEO Mark Zuckerberg) has yet to be written. “I’m thrilled to take this on,” he says.

The book will not only cover the remarkable rise of the company from a college dorm room to the dominant power in social networking, with 1.7 billion users, but Levy’s exclusive access will allow him to provide unique perspective on its current activities. These include its research and utilization in artificial intelligence; and its relentless drive to connect even more than its current 1.7 billion users to the social-networking service, and its excursions into virtual reality and other technologies, including satellites and drones. He will also examine and

illuminate the company's business model as well as its stance on privacy and sharing information. The book will also provide detailed portraits of the people who lead Facebook, notably Zuckerberg and COO Sheryl Sandberg, a world-famous figure in her own right. Though Facebook will provide access for the project, Levy will retain editorial control.

ABOUT THE AUTHOR:

Steven Levy, described by the Washington Post as "American's premier technology writer," is currently the editor-in-chief of *Backchannel*, a tech publication he founded in 2014 for Medium; the site was recently acquired by Conde Nast. He has previously written seven books, most recently the New York Times bestseller *In the Plex: How Google Thinks, Works and Shapes Our Lives*, which was named Amazon's best business book of 2011. His first book, the classic computer history, *Hackers*, is regarded as one of the most influential books ever written on digital culture. *Crypto*, a 2001 book on the revolution in cryptography, has proved a prescient guide to the post-Snowden era. One of the few reporters to win the trust of Steve Jobs, Levy has also written two books on Apple: *Insanely Great* (a history of the Macintosh) and *The Perfect Thing*, about the iPod. Levy has also been a senior staff writer for *WIRED*, the chief technology correspondent for *Newsweek* and a contributing editor for *Rolling Stone*.

ABOUT BLUE RIDER PRESS

Blue Rider Press, an imprint of Penguin Group USA, a Penguin Random House company, was launched in January 2011 and publishes an eclectic mix of hardcover fiction and nonfiction titles, reflecting President and Publisher David Rosenthal's wide range of interests, including suspense fiction, popular biography, literary novels, humor, music, and contemporary politics.

The Blue Rider, or in German, "Der Blaue Reiter," was an iconoclastic 20th Century movement in music and painting now seen as a driving force of modern art. Established in Munich, Germany in 1911, The Blue Rider was a loose association of painters determined to promote individual expression and break free of any conventional artistic restraints.

ABOUT PENGUIN GROUP USA

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ABOUT PENGUIN RANDOM HOUSE

Penguin Random House (<http://www.penguinrandomhouse.com/>) is the world's first truly global trade book publisher. It was formed on July 1, 2013, upon the completion of an agreement between Bertelsmann and Pearson to merge their respective trade publishing companies, Random House and Penguin, with the parent companies owning 53% and 47%, respectively. Penguin Random House comprises the adult and children's fiction and nonfiction print and digital trade book publishing businesses of Penguin and Random House in the U.S., U.K., Canada, Australia, New Zealand, and India, Penguin's trade publishing activity in Asia and South Africa; Dorling Kindersley worldwide; and Random House's companies in Spain, Mexico, Argentina, Uruguay, Colombia, and Chile. Penguin Random House employs more than 10,000 people globally across almost 250 editorially and creatively independent imprints and publishing houses that collectively publish more than 15,000 new titles annually. Its publishing lists include more than 70 Nobel Prize laureates and hundreds of the world's most widely read authors.

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