



Medallion Media Group releases a reader app with state-of-the-art functionality for iPad

CHICAGO, March, 2013 – Medallion Media Group, Inc., parent company of book publisher Medallion Press, today announced its MMG Sidekick app for iPad is now available free in the App Store. The e-book reader app lets users purchase selections from the entire digital library of Medallion Press titles and includes a rotating selection of free e-books every month.

MMG Sidekick also comes embedded with TREEbook™ technology, which enhances the e-book-reading experience by activating time triggers and multiple story branches already built into TREEbook™ versions of particular books.

“The MMG Sidekick app for iPad represents version one of what will become the reader app of the future. We’ve started simple, by including the full digital library of Medallion Press titles and the ability to import DRM-free e-books, along with the embedded TREEbook™ technology, which allows consumers to access TREEbook™ functionality in e-books designed for the format,” said Heather Musick, Senior vice president of Medallion Media Group. “And because we also invest in music and film artists, later versions of the app will act as a one-stop shop for books, music, and movies.”

TREEbook™ versions of Medallion Press titles will begin to release late 2013. E-books in the MMG Sidekick store are \$9.99 or less, even those with TREEbook™ versions.

With MMG Sidekick, customers can search for a specific Medallion Press book or browse by genre or author, view editorial reviews, and get personalized recommendations by opting in to the Notifications feature.

Other features of the MMG Sidekick app for iPad include the following:

- **In-App Purchasing:** MMG Sidekick includes a comfortable, easy-to-use storefront stocked with an incredible array of the best nonfiction and fiction titles Medallion Press has to offer. Use the Search and Filter features to find exactly what you’re looking for, and read professional reviews of each title from trusted sources like *The Portland Review*, *Publishers Weekly*, *Chicago Tribune*, *Library Journal*, *Kirkus Reviews*, and more.
- **Read Any DRM-free EPUB:** The MMG Sidekick app reads any of the millions of EPUB 2.x and EPUB 3 DRM-free titles available for purchase via the MMG Sidekick storefront or from other DRM-free retailers.

- Sync to Dropbox: Import your existing EPUB library into the MMG Sidekick app via your Dropbox account.
- Convenient Notifications: Get convenient alerts for news, events, or new releases regarding your favorite Medallion Press authors.
- Brilliant Image Quality: MMG Sidekick is optimized for high-resolution retina display.
- Purchase Restore: In the event that you either upgrade your device or experience a system crash, MMG Sidekick saves your purchase history so you can easily restore any previous purchases to your new or revived device.
- Bookmarks: Sidekick bookmarks your last page read so you can always pick the story up right where you left off.
- Incredible User Interface: The MMG Sidekick's user interface is compatible with iPad 2 and above as well as iPad mini. You can also customize the layout by choosing either portrait or landscape.
- Customizable Font: Customers can choose to alter the font type to customize the reading experience.
- Page Turn: MMG Sidekick offers an interactive experience with page-turn animation designed to replicate the look of a page turning in a book. Customers who prefer a simpler, unadorned reading experience can turn the page with a simple tap.
- And more!

The MMG Sidekick App for iPad is available for free from the App Store on iPad or at www.itunes.com/appstore.

For more information about the app, please visit: www.medallionmediagroup.com.

For more information about TREEbook™ technology, please visit: www.thetreebook.com.

About Medallion Media Group:

Medallion Media Group provides dynamic multimedia entertainment in collaboration with innovative writers, filmmakers, musicians, artists, and technologists. With a creative approach to book, music, and film production, we seek to synergize the arts and cultivate developing technologies to carve a path on the leading edge of content delivery. For more information, visit www.medallionmediagroup.com.

For additional information on the news that is the subject of this release, contact Brigitte Shepard at brigitte@medallionmediagroup.com.

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