



## **Legible Engages with Krupp to Market their Books, Build their Brand, and Gain Access to High Profile Authors**

**August 9, 2024 - Vancouver, British Columbia** - Legible Inc. (CSE: READ) (OTCQB: LEBGF) (FSE: DOT) ("Legible", or the "Company"), an innovative digital reading and audiobook platform, is excited to announce its new collaboration with Krupp Communications, Inc. ("Krupp"), a renowned New York City-based public relations agency which has helped thought leaders and brands identify their greater purpose and activate their backstories to effect positive change for their businesses, books, and brands. They specialize in bringing some of the world's biggest brand stories to life. This collaboration aims to elevate Legible's presence in the digital reading market, enhance brand recognition, and expand its network of celebrity authors.

Legible's mission to make reading accessible and engaging for everyone aligns seamlessly with Krupp's expertise in foregrounding literary works while building influential author and thought leader brands. Together, they will work to optimize initiatives to bring Legible's high-quality and original digital content to a broader audience and create impactful marketing campaigns.

### **Key Objectives of the Partnership:**

- **Promote Books:** Utilize Krupp's extensive experience in book promotion to spotlight Legible's diverse catalogue of eBooks, audiobooks, and Living Books.
- **Build Brand:** Enhance Legible's brand visibility and recognition through strategic PR campaigns and media outreach.
- **Expand Author Networks:** Leverage Krupp's connections to attract and collaborate with influential authors, bringing their works to Legible's growing platform.

Krupp, founded by Heidi Krupp in 1996, has built a stellar reputation over the past 28 years for its award-winning public relations, marketing, and branding services. Krupp is renowned for its success in promoting best-selling books, developing influential brands, and launching high-impact media campaigns. Krupp has been recognized with numerous accolades, including Bulldog Awards for Excellence in Communicating Corporate Social Responsibility and Sustainability Programs.

"We have seen first-hand that Legible is at the forefront of transforming the digital reading experience through our collaboration with them and our client Cristina Ferrare and her My Model Kitchen series. We are excited to build on our work together to promote their platform and connect them with some of the most influential authors in the industry. Our combined efforts will bring Legible's innovative approach to reading and audiobooks to a wider audience," said Heidi Krupp, CEO.

Legible will work closely with Krupp's team to create campaigns that will target specific demographics to become subscribers to Legible Unbound, Legible's membership service, which provides unlimited access to audiobooks and eBooks for the all-inclusive price of US\$9.99/month. Campaigns will be designed to scale Legible's business through increased visibility and sales.

"We are thrilled to partner with Krupp to take Legible to the next level," commented Kaleeg Hainsworth, CEO of Legible. "This collaboration will not only help us promote our incredible collection of books but also strengthen our brand and expand our network of renowned authors.



Krupp's expertise and industry connections will be invaluable as we continue to grow and innovate in the digital reading space, and fits perfectly with additional exciting collaborations delivering scalable revenue success, substantial reductions in Cost Per Acquisition (CPA), and an increase in subscriber conversions.”

By leveraging Krupp’s extensive network and expertise, Legible anticipates securing significant growth in subscriber numbers and overall engagement with its platform. The collaboration aims to drive both awareness and revenue, positioning Legible as a leading name in the digital reading space.

### **About Krupp**

For more than 25 years, KRUPP has helped thought leaders and brands identify their greater purpose and activate their backstories to effect positive change for their businesses and the world. Founded in 1996 by former television producer Heidi Krupp, the agency has launched more than 85 bestselling books, established brands at all stages of growth, and catapulted countless thought leaders into the greater zeitgeist and global renown. The agency was founded with one core belief: Every person and every brand has a story to tell. KRUPP identifies and shares these stories with the world, capitalizing on its creative instinct and connections to both elevate a brand’s history and envision its future. KRUPP’s proven approach uses intuition to create vision and data analytics to deliver results that resonate without limit, and its approach has been recognized by industry awards from The Stevies, PRNews, WOMMA, the New York Business Journal, the Bulldog Awards, Inc. 5000, and more. Most recently, Founder and CEO Heidi Krupp was named a Trailblazer in the 2022 Top Women in Communications Awards presented by Ragan and PR Daily.

For more information about KRUPP, please visit [www.KruppAgency.com](http://www.KruppAgency.com) and on [Instagram](#), [Twitter](#), [Facebook](#), and [LinkedIn](#).

### **About Legible Inc.**

Legible is a groundbreaking, mobile-centric global company specializing in eBooks and audiobook entertainment. Its extensive partnerships encompass four of the Big 5 Publishers, the world's largest eBook distributor, and a wide range of outstanding and innovative publishers of all sizes, enabling Legible to seamlessly deliver millions of multilingual eBooks and audiobooks, transforming any smart device into a dynamic source of cutting-edge infotainment.

Legible recently released ***My Model Kitchen - Vol. 2: Vegetables - The Garden of Earthly Delights***, the second in a series of 15 video-enriched Living Cookbooks by former supermodel, bestselling author, TV host and celebrity chef, Cristina Ferrare, with an AI Sous Chef for each recipe.

As first mover in the rapidly expanding automotive infotainment market, Legible has partnered with media providers Faurecia Aptoid, Harman Ignite, LiveOne, and Visteon. Legible has the only Android Automotive app with the capacity to deliver both audiobooks and eBooks to drivers and passengers in tens of millions of vehicles around the globe, positioning Legible at the forefront of the new world of in-car infotainment experiences.

A recent EdTech Breakthrough Award winner for eLearning Innovation of the Year, Legible is reshaping the digital publishing landscape, committed to gaining a significant market share by



providing innovative 21st-century publishing solutions and enriching global reading experiences.

Please visit [Legible.com](http://Legible.com) and discover the place where eBooks come to life.

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This Press Release contains certain statements which constitute forward-looking statements or information (“forward-looking statements”), including statements regarding Legible’s business. Such forward-looking statements are subject to numerous risks and uncertainties, some of which are beyond Legible’s control, including the impact of general economic conditions, industry conditions, currency fluctuations, the lack of availability of qualified personnel or management, stock market volatility and the ability to access sufficient capital from internal and external sources. Although Legible believes that the expectations in its forward-looking statements are reasonable, they are based on factors and assumptions concerning future events which may prove to be inaccurate. Those factors and assumptions are based upon currently available information. Such statements are subject to known and unknown risks, uncertainties and other factors that could influence actual results or events and cause actual results or events to differ materially from those stated, anticipated or implied in the forward- looking information. As such, readers are cautioned not to place undue reliance on the forward- looking information, as no assurance can be provided as to future results, levels of activity or achievements. The forward-looking statements contained in this document are made as of the date of this document and, except as required by applicable law, Legible does not undertake any obligation to publicly update or to revise any of the included forward-looking statements, whether as a result of new information, future events or otherwise. The forward-looking statements contained in this document are expressly qualified by this cautionary statement.