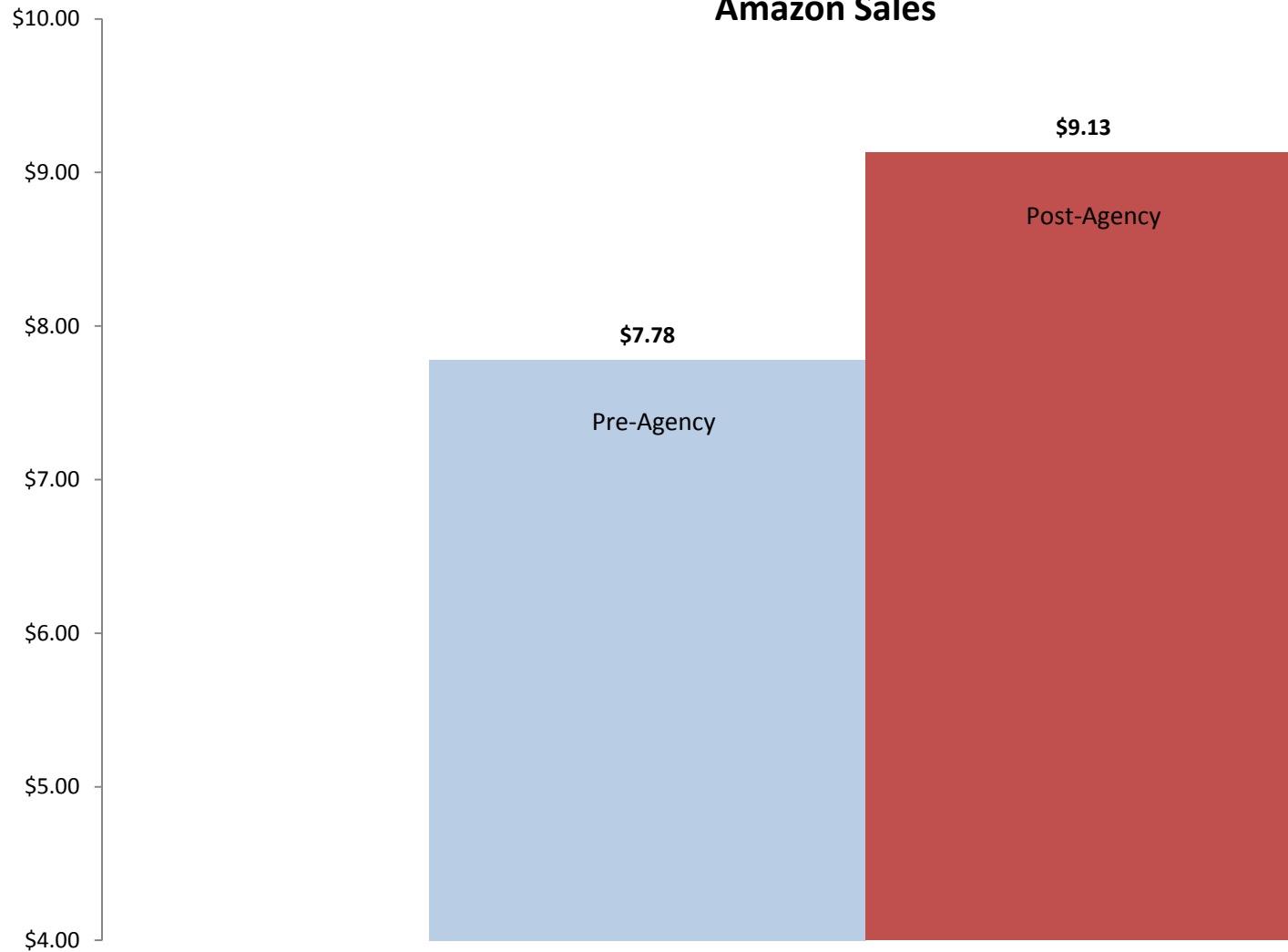


EXHIBIT 1

Average Retail Price of Penguin E-Books Pre- and Post-Agency Amazon Sales



"Pre-Agency" is the week ending May 15, 2010. "Post-Agency" is one month later, the week ending June 12, 2010. Prices are weighted by units sold. The sample includes e-books with at least one unit sold in each period.