



## **Shmoop Launches 1,000 Educational Android Apps and iPad eBooks**

*Company Offers More Than 4,000 Titles Across Web and Six Mobile Platforms*

MOUNTAIN VIEW, Calif. (Aug. 25, 2010) – Shmoop ([www.shmoop.com](http://www.shmoop.com)), a publisher of fun and relevant digital learning materials, today announced the launch of more than 500 Learning Apps for Android mobile devices and more than 500 educational eBooks for the iBookstore on Apple's iPad. The company that connects the dots between Macbeth and Angelina Jolie now helps teachers and students take their classroom on the road in more ways than ever. Shmoop is the largest cross-platform educational publisher, with more than 4,000 titles available across the Web, iPhone, iPad, Android, Kindle, Nook, and Sony Reader.

“Shmoop is a mobile Yente,” said Ellen Siminoff, CEO of Shmoop. “We’ll use students’ crushes on their mobile devices as a way to help them find real love for literature, poetry, history, and the world around them.”

### **New Shmoop for the Mobile World**

- **Android Mobile Devices:** Put a Ph.D. in your pocket. Shmoop offers more than 500 Apps full of punchy, fresh analysis from our team of experts and educators. Shmoop offers Android Apps for literature, poetry, music, US history, civics, and biographies. Each App includes our fast-paced Quiz-o-Rama trivia game. Dare to test your smarts. To find Shmoop Apps, search the Android Market for “Shmoop.”
- **iBooks on Apple's iPad:** Behold the Jobsian beauty of Shmoop eBooks for your shiny new iPad. More than 500 Shmoop Learning Guides are available in this world-class reading experience. Highlight, bookmark, or write notes in your favorite Shmoop guide. Just remember to wash your hands if you're chomping on buttery popcorn while pawing at your screen. To find Shmoop eBooks search the iBooks Store on your iPad for “Shmoop.”

### **About Shmoop**

Shmoop publishes digital resources that make learning fun and relevant for students. Shmoop content is written by master teachers and Ph.D. students from Stanford, Harvard, UC Berkeley, and other top universities. Shmoop Learning Guides and Teacher's Editions balance a fun, approachable style with academically rigorous materials to help students understand how subjects relate to their daily lives. Shmoop offers more than 4,000 titles across the Web, iPhone, Android devices, iBooks for the iPad, Kindle, Nook, and Sony Reader. The company was an Official Honoree in the 2010 and 2009 Webby Awards, was named one of the best educational products of 2010 by the Association of Educational Publishers, and was named “Best of the Internet” by PC Magazine. Launched in 2008, Shmoop is headquartered in a Labradoodle-patrolled office in Mountain View, Calif. For more information, visit [www.shmoop.com](http://www.shmoop.com).

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• [www.shmoop.com](http://www.shmoop.com) •