

\*\*\*\*\* HOLD FOR RELEASE DECEMBER 14, 10 AM \*\*\*\*\*

## SHELFIE PARTNERS WITH FINDAWAY TO OFFER PRINT-AUDIOBOOK BUNDLES

*Vancouver start-up partners with leading audiobook distributor to make print- audiobook bundles available to readers*

December 14, 2015 (Vancouver, BC) – Today, Shelfie announces a partnership with leading audiobook distributor, [Findaway](#), to offer audiobook bundles to readers on titles from Blackstone Audio, Gildan Media, Hachette Audio, HarperAudio, Naxos Audiobooks and Scholastic Audio. With this deal, Shelfie adds titles from *New York Times* bestselling authors Joe Hill, Harper Lee, Chris Kyle, Michael Connelly, James Patterson, Suzanne Collins, Haruki Murakami, Nicholas Sparks and David Baldacci.

[Shelfie](#) is a free app that allows readers to digitize their print library. By taking a photo of their bookshelf (a “shelfie”), readers can identify a list of books eligible for digital bundles. Readers are able to download an ebook or audiobook by using the app to snap a photo of their book’s copyright page marked with a bookplate or their handwritten name.

“Findaway is always looking for new opportunities to further our mission of providing simple and immediate access to digital content,” said Mitch Kroll, co-founder and CEO of Findaway. “We’re excited by the opportunity that Shelfie offers – to reach and engage with audiobook listeners directly while offering them the ability to listen to books they already own in print.”

Shelfie’s CEO, Peter Hudson said, “The addition of audiobooks to the Shelfie app is yet another way to further our mission of promoting reading freedom across formats – allowing readers to access the stories they’ve bought whenever and however they choose.”

Shelfie adds audiobooks to their catalogue of 250,000 ebook titles already available for bundling. Major publishing partners included in the ebook bundling program are HarperCollins, Macmillan, Workman, Rodale, Abrams, Baker Publishing Group, Elsevier, Wiley, Springer and O’Reilly.

Shelfie is free and can be downloaded for [iPhone](#) and [Android](#).

### **About Findaway**

Findaway is a global leader in digital content delivery. With the invention of Playaway Preloaded Products, they transformed the way that audiobooks, eBooks, videos and learning tools are circulated in 40,000 libraries, schools, and military installations. They also revolutionized digital audiobook delivery with AudioEngine, the industry’s largest B2B audiobook delivery platform that enables brands to deliver one of the world’s largest collections of digital audiobooks within their own experience. To learn more about Findaway and the Findawayers who make it all happen, visit [www.findaway.com](http://www.findaway.com).

### **About Shelfie**

Shelfie is a free app that allows publishers to connect with readers by offering them free or discounted digital and audiobook bundles. Over 1,200 publishers offer hundreds of thousands of titles using the Shelfie app. Founded as BitLit Media Inc. in 2013, Shelfie is headquartered in Vancouver, BC, Canada.  
[www.shelfie.com](http://www.shelfie.com)

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