

MODALITY



FOR IMMEDIATE RELEASE

CONTACT:

Kat McAndrew
Modality/
FCF Schmidt Public Relations
kmcandrew@fcfschmidtpr.com
(484) 362-1431 (office)
(215) 284-7274 (cell)

101 Margaritas for iPod® Adds a Twist to Cinco De Mayo
*Raybook.com Delivers Portable Digital Reference for Cocktail
Enthusiasts*

Durham, N.C. (April 4th, 2008) –Tequila sales in the U.S. are up 40 percent since 2002 according to the Distilled Spirits Council of the United States—a sure sign that consumers are clamoring for more margaritas. Raybook.com is heeding the call with the release of 101 Margaritas for iPod®, a digital, downloadable version of the book by famed cocktail designer Kim Haasarud published by Wiley.

“Raybooks allow people to turn their iPods into mobile learning devices,” according to Nate O’Keefe, co-founder and Director of Publishing for Modality. “101 Margaritas for iPod is the perfect reference for planning Cinco de Mayo parties or backyard barbeques, and recipes for sake, hazelnut or sweet ginger margaritas are intriguing departures from the everyday classic.”

Raybook is a new content platform created by Modality, Inc. that combines text, images and audio when appropriate into portable learning and reference resources for the iPod. 101 Margaritas for iPod (list price: \$19.99) is available for purchase and download now at www.Raybook.com.

#

About Kim Haasarud

Kim Haasarud is the founder of *Liquid Architecture*, a beverage consultancy that creates drink concepts for clients including restaurants, liquor companies, and celebrity events. Haasarud has created cocktails for companies such as The Four Seasons, OMNI Hotels, TGI Fridays, *Maxim Magazine*, *The Atlantic Monthly*, Fox Searchlight, HBO, Comedy Central, Netflix, Jameson Irish Whiskey, Absolut Vodka, and The Cheesecake Factory, among others. Her cocktails have been featured in hundreds of magazines and newspapers including the *Wall Street Journal*, the *LA Times*, the *San Francisco Chronicle*, the *Kansas City Star*, the *Miami Herald*, *SELF*, *Wine Enthusiast*, *Lucky*, and *Cosmopolitan*, as well as on the LA radio program "Good Food" with Evan Kleiman. Haasarud has also appeared on ABC and CNN Radio Syndicate and on *Fox & Friends Live*, and she writes a "West Coast Cocktails" column for the restaurant trade journal *Slammed Magazine*. She has worked as a spokesperson for several wine and spirits companies including Moet-Hennessy and Bacardi.

About Raybook.com

Raybook.com is a portal where consumers and students purchase premium branded iPod content relevant to their education, professional training, and lifestyles. Based on the Modality platform, Raybook content is selected in collaboration with our content partners, transformed for effective use on handheld devices, and delivered securely to the end user through on- and off-line channels. Examples of current and forthcoming Raybook titles for iPod include Brain Quest Grades 1-7, Netter's Anatomy Flash Cards, CliffsNotes study guides, Peterson's Field Guides, and many others. Modality is actively developing partnerships with publishers and other content owners for future Raybook titles.

About Wiley

Professional/Trade provides must-have content to professionals, consumers, and students worldwide in all media. Subject areas include, business, technology, architecture, professional culinary, psychology, education, travel, health, religion, consumer reference, pets and general interest. Products are distributed through multiple channels globally, including major chains and online booksellers, independent bookstores, libraries, colleges and universities, warehouse clubs, corporations, direct marketing and websites. Customers rely on the quality of our products and services to meet their needs. Our best-selling brands, franchises, and imprints include For Dummies, Jossey-Bass, Frommer's, What'sOnWhen, Betty Crocker, Pillsbury, CliffsNotes, Webster's New World, Visual, Howell Book House, J.K. Lasser, Unofficial Guide, Pfeiffer, and Wrox.