

MODALITY



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**Mr. Boston: Official Bartender's and Party Guide for iPod®
Now Available on Raybook.com**

Classic drink-mixing reference book transformed into a portable digital reference

DURHAM, N.C. (April 23, 2008) – Professional and at-home bartenders alike can now carry time-tested tricks of the trade on their favorite portable media player. *Mr. Boston: Official Bartender's and Party Guide for iPod®* is now available from Modality, Inc., the maker of Raybook, a new content platform that combines text, images, and sometimes audio into portable learning and reference resources for the iPod.

“Bartenders just starting out, party hosts who never want to miss a beat, or regular folks looking to change up their traditional cocktail will enjoy learning with the Mr. Boston Raybook,” says Nate O’Keefe, co-founder and Director of Publishing for Modality. “Users can quickly navigate through more than 1,200 recipes with clear, easy-to-follow instructions using the iPod clickwheel, jumping from an ‘Abbey Cocktail’ to a ‘Zebra’ in a matter of seconds.”

America's favorite drink-mixing guide since 1935, the printed version of *Mr. Boston: Official Bartender's and Party Guide*, published by Wiley, has been the resource of choice for generations of professionals and amateurs alike. Comprising the same content as the traditional book, the Mr. Boston Raybook provides consumers with the lowdown on liquors, beers, and wines, plus savvy advice on equipment, bar setup, and more. *Mr. Boston: Official Bartender's and Party Guide for iPod* is available for purchase and download for \$19.99 at Raybook.com, and is compatible with the video iPod, iPod Classic, and third-generation iPod nano.

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About Mr. Boston

Mr. Boston is part of the Barton Brands group and has been a widely recognized name in the bartending world for over 70 years. *Mr. Boston* has consistently outsold and outlasted other bartending books with 66 printings, and Barton Brands features a range of liquors and prepared cocktails. *Mr. Boston: Official Bartender's and Party Guide* is published by John Wiley & Sons.

About Modality

Modality, Inc. makes small screens smarter, putting high-quality learning and lifestyle content in the palm of your hand. Its patent-pending process transforms and distributes premium content for handheld devices, allowing consumers mobile access to trusted content relevant to their education, professional training, and lifestyles. This unique Raybook Platform enables content owners to enter new markets rapidly without sacrificing security, usability and valuable brand characteristics. Modality's content partners include Elsevier, FA Davis, Houghton-Mifflin, John Wiley & Sons, Lippincott Williams & Wilkins, and Workman Publishing Co.

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 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 Wiley's products and services to meet their needs. Our best-selling brands,

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