

MODALITY



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Modality Releases *CliffsNotes* for iPod®
Take Your Study Guides On The Go

December 7, 2007 (Hoboken, NJ) – The students of today’s digital age live in a mobile world where iPods and cell phones are more than just a means of communication—they can be convenient portable reference and learning guides. Students love the idea of studying for quizzes and exams whenever they have a free moment—in the car, on the bus, between classes, and on vacation.

Now studying with CliffsNotes—the respected leader in literature notes products—has become easier than ever with the new CliffsNotes for iPod from Modality. Downloadable at www.raybook.com, it's the first product allowing students to download entire CliffsNotes study guides directly to their iPods.

Since 1958, countless students and literature buffs have depended on CliffsNotes to access the information they need quickly. Now CliffsNotes for iPod allows users to carry the complete text of the original study guides on a video iPod, iPod classic or iPod nano, including exclusive CliffsNotes character maps, essays, and review questions...all taking up less space than a couple of songs.

Each CliffsNotes for iPod title allows users to install an entire copy of a CliffsNotes study guide to an iPod for just \$5.99 using Modality’s easy to install Raybook Manager (downloadable at www.raybook.com). Forty titles are available today—works ranging from *Hamlet* to *Huckleberry Finn*—and the available library is steadily expanding.

Each CliffsNotes for iPod edition features:

- Dependable CliffsNotes chapter summaries and essays that hammer home key plot points, conflicts, and character development;
- Comprehensive character tracking through texts, so you never forget who's who;
- Helpful character maps (stored in the Photos section of your iPod) to help you keep the relationships among all the characters straight;
- Multiple-choice quiz questions for last-minute reviewing and study;
- All the analysis, insights, and valuable resources you expect from CliffsNotes™.

A entire free CliffsNotes guide to George Orwell's *Animal Farm* is available by going to www.raybook.com/catalog/product.php?pid=27 and clicking on the 'Demo' button.

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. The unique Modality 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. Its Raybook.com and Raybook Manager provide sales and management solutions for publishers and other content creators interested in presenting content on the small screen.

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, Cliff's Notes study guides,

Peterson's Field Guides, and many others. Modality is actively developing partnerships with publishers and other content owners for future Raybook titles.

CliffsNotes for iPod is a partnership between CliffsNotes™ (a branded imprint of John Wiley & Sons) and Modality of Durham, N.C.

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