

To:  
Fax:**Publisher John Wiley & Sons, Inc., Celebrates Bicentennial***Wiley History Intertwined with Advance of Publishing, Growth of a Nation  
Evolution of Modern Science and Emergence of Global Community*

- **Only a handful of American publishers predate Wiley, which was founded in 1807 when Thomas Jefferson was President.** Among those are Encyclopedia Britannica (1768), United Methodist Publishing House (1789) and a few university presses.
- **Wiley moved with the times--from publishing literature to books of technology and business.** During the Second Industrial Revolution, railroads, steamships, and the telegraph moved goods and information many times faster than ever before. Schools and libraries flourished, and Americans were increasingly literate. During this Golden Age of technology and commerce, Wiley stopped publishing literature and supplied critical scientific, technical, and engineering knowledge that helped build the foundation of the modern world. With the economic boom of the 1920s, Wiley increased its emphasis on business-oriented books.
- **Did Rosie the Riveter read Wiley?** During World War II, technical know-how was essential to victory. Wiley's knowledge publishing delivered the latest on everything from aircraft, ship, and auto repair to bridge building, water purification, and nuclear physics. On the home front, Wiley textbooks and references trained thousands of engineers, scientists, managers in military universities, and civilian workers. As college attendance mushroomed in the post-war years, the company dedicated more of its resources to textbook publishing.
- **The "venerable" publisher is now "global" and "online."** Company founder Charles Wiley's lower Manhattan print shop has evolved into today's NYSE-traded global corporation, with a market capitalization of \$2.2 billion and growing; a portfolio of brands including For Dummies, Frommer's, CliffsNotes, Betty Crocker, Jossey-Bass, Wiley InterScience, WileyPlus (to name just a few); and publishing partners such as Microsoft, General Mills, the National Geographic Society, and dozens more.

**Story Description:**

Over two centuries, Wiley championed early American literature by publishing authors such as Edgar Allan Poe, Washington Irving, Herman Melville, James Fenimore Cooper, and Charles Dickens; opened new frontiers publishing research with Einstein, Bohr and 150 Nobel Laureates; produced textbooks that have helped define fields of study; and helped people meet their needs and fulfill their aspirations with must-have content and services like the "For Dummies" series. Wiley is now investing in its third century of publishing, taking advantage of a rare opportunity to expand through the acquisition of Blackwell Publishing (Holdings) Ltd., one of the world's foremost academic and professional publishers.

Wiley has been repeatedly recognized for its strong financial performance and distinctive culture, earning it a place on Standard & Poor's MidCap400 index in December 2006, FORBES magazine's 2007 Platinum list of the "400 Best Big Companies in America," FORTUNE magazine's "100 Best Companies to Work For" in 2006 and 2005, and others.

Wiley's core businesses now include scientific, technical and medical journals, encyclopedias, books and online products and services; professional and consumer books and subscription services; and educational materials for undergraduate and graduate students and lifelong learners. Wiley has publishing, marketing and distribution centers in the U.S., Canada, Europe, Asia and Australia. Wiley's European operations are based in Chichester, U.K. The Company is listed on the New York Stock Exchange under the symbols JWA and JWb. Wiley's Internet site can be accessed at <http://www.wiley.com>.

Station Note: Funding for this story is provided by Wiley.

**This News Package, Plus B-roll, Includes:**

- Historical Wiley footage and images, footage from inside the Wiley offices of today, packaging and distribution footage, covers of important first editions published by Wiley throughout its 200-year history

**This story is available on the Pathfire DMG**

On the **News/Video News Feeds Section** at **D S Simon Productions**

**Tab:** General    **Story Slug:** Wiley Celebrates 200<sup>th</sup> bday **Story Number:** WIL1



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Date: Tuesday, January 30<sup>th</sup>, 2007

Times: 1:30 PM – 1:45 PM Eastern

12:30 PM – 12:45 PM Central

11:30 AM – 11:45 AM Mountain

10:30 AM – 10:45 AM Pacific

C-Band Satellite: INTELSAT A-6 Transponder: 17

Downlink: 4040 (V) Audio: 6.2 & 6.8

Date: Thursday, February 1<sup>st</sup>, 2007

Times: 1:30 PM – 1:45 PM Eastern

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C-Band Satellite: INTELSAT A-6 Transponder: 15

Downlink: 4000 (V) Audio: 6.2 & 6.8

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