

# Encyclopaedia Britannica is a “Superbrand”

## Publisher lands in top 10 consumer brands in U.K. survey

CHICAGO, July 16, 2009—Calling Encyclopaedia Britannica

([www.britannica.com](http://www.britannica.com)) “this year’s notable high achiever” in their annual survey of brand equity, researchers in the United Kingdom yesterday dubbed the educational publisher a “superbrand” by virtue of its sterling reputation among consumers.

The survey, carried out by the Centre for Brand Analysis ([www.tcba.co.uk](http://www.tcba.co.uk)) on behalf of Superbrands UK ([www.superbrands.uk.com](http://www.superbrands.uk.com)), looked at 1,400 brands and canvassed more than 2,000 consumers to arrive at a list of the most respected businesses, based on perceptions of their products’ quality, reliability, and distinction.

Britannica finished 10<sup>th</sup> among the 500 brands ranked.

The company’s surge from last year astonished some observers.

“The results, as always, return some surprises, with this year’s notable high achiever being Encyclopaedia Britannica,” Centre CEO Stephen Cheliotis told the BBC.

The survey comes as Britannica is undertaking a host of initiatives to keep its products current and relevant in a constantly changing publishing industry beset by challenges from new technologies and new sources of information. Once a print-only publisher, Britannica began moving into digital publishing nearly 30 years ago and has achieved a number of firsts in its business, including the first multimedia encyclopedia and the first encyclopedia on the Internet.

Today Britannica is primarily a digital publisher with many Web-based services and products for mobile phones and other handheld devices, including the iPhone. The company has moved briskly into new areas such as school

curriculum and brought greater classroom relevance to its preK-12 school products. It's also reconfiguring its Web sites to facilitate community engagement and contributions to its content by experts and general users.

"We've worked hard to keep our products relevant without compromising our core values," said Britannica president Jorge Cauz. "I'm glad to see consumers recognize this. Today people need reliable, high-quality information more than ever. Give them that while adopting new technologies to better deliver these benefits and, we believe, you can play an important role in people's lives."

### **About Encyclopaedia Britannica**

Encyclopaedia Britannica, Inc. is a leader in reference and education publishing whose products can be found in many media, from the Internet to cell phones to books. A pioneer in electronic publishing since the early 1980s, the company also still publishes the 32-volume Encyclopaedia Britannica, along with services such as Britannica Online School Edition and new printed products, which are available online at <http://store.britannica.com> (consumers) and <http://info.eb.com> (institutions). The company makes its headquarters in Chicago.

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