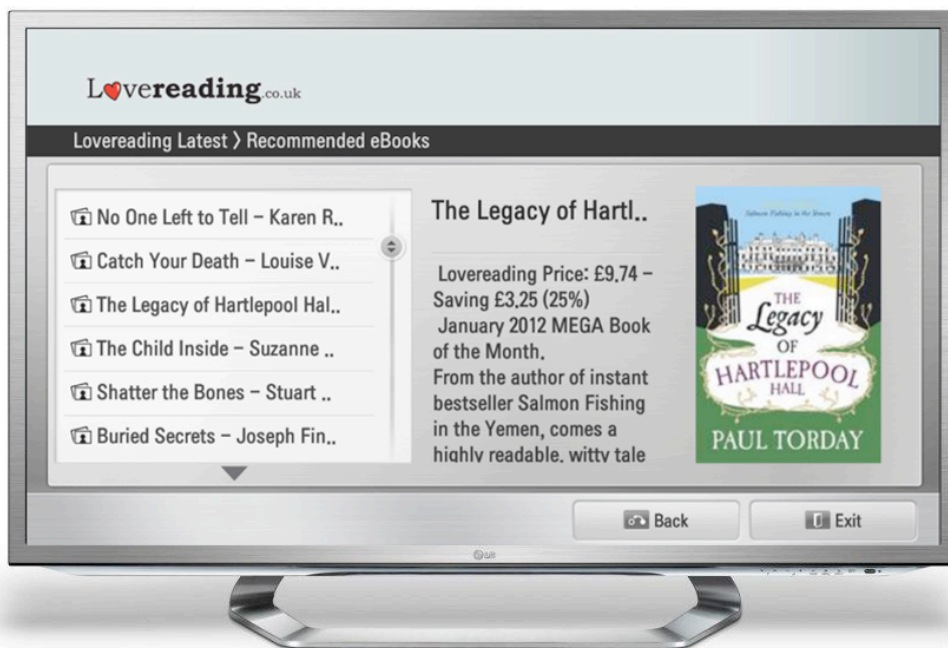


## Smarter Reading with Lovereading's new LG Smart TV Application

**23 Jan 2012:** Lovereading.co.uk today launches its first Smart TV application, in partnership with global electronics company LG Electronics (LG). Available now on LG's award winning Smart TV platform, the Lovereading application will provide expert recommendations on literature and new authors on the big screen.

The Lovereading book application brings guidance and reviews from respected experts such as Sarah Broadhurst, Julia Eccleshare and Maxim Jakubowski into people's living rooms. Based on the existing lovereading.co.uk website, this new service will make it easier than ever to find out more about popular literature.



LG's Smart TV platform enables users to access the best of the internet on their television, bringing almost limitless content on demand and all at the push of a button. Boasting over 250 applications and entertainment from the likes of BBC iPlayer, YouTube and NBC's Picturebox, LG's Smart TV platform is a market leading offer in home entertainment.

Peter Crawshaw, Director and Co Founder of Lovereading.co.uk said, "The LG application is a natural extension of the recommendation we already offer on the web and we are very excited about this new media channel which we can see becoming increasingly important."

Stacey Seltzer, Head of LG Smart TV at LG commented, "Smart TV is a fast growing market within the home entertainment industry, delivering a powerful new set of entertainment choices to an excited public. LG is committed to connected technology and has invested significantly in this area to develop an award winning Smart TV platform. Lovereading is a fantastic addition to our current offering."

The application is now available on the LG Smart TV platform.

-Ends-

For more information please contact:

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**Notes to Editors:**

[www.Lovereading.co.uk](http://www.Lovereading.co.uk) was set up by Peter Crawshaw, who developed his book-related and electronic marketing expertise at Book Club Associates and at Reuters; Louise Weir, who comes from a distinguished publishing background, most recently as Marketing Director at Hodder Headline; and Hugh Salmon, a strategic marketing and communications consultant. Together they have created 4 unique websites for the book market. With 10,000s of free Opening Extracts and a unique 'Author Like-for-Like' tool they help book lovers choose what to read next.

[www.lovereading.co.uk](http://www.lovereading.co.uk)

[www.lovereading4kids.co.uk](http://www.lovereading4kids.co.uk)

[www.lovereading4schools.co.uk](http://www.lovereading4schools.co.uk)

[www.lovewriting.co.uk](http://www.lovewriting.co.uk)