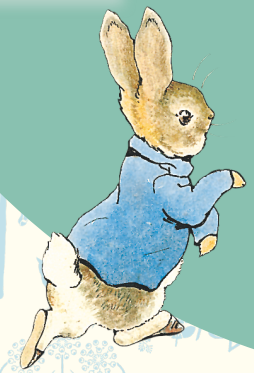
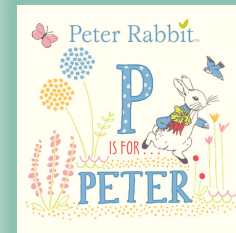
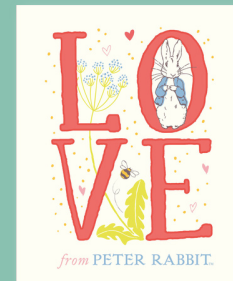
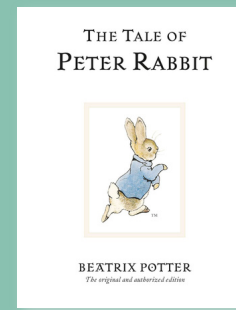
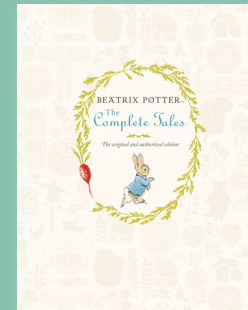
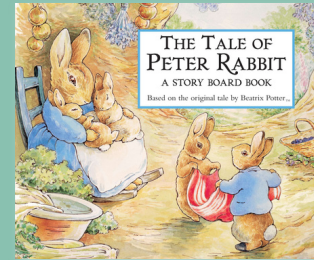


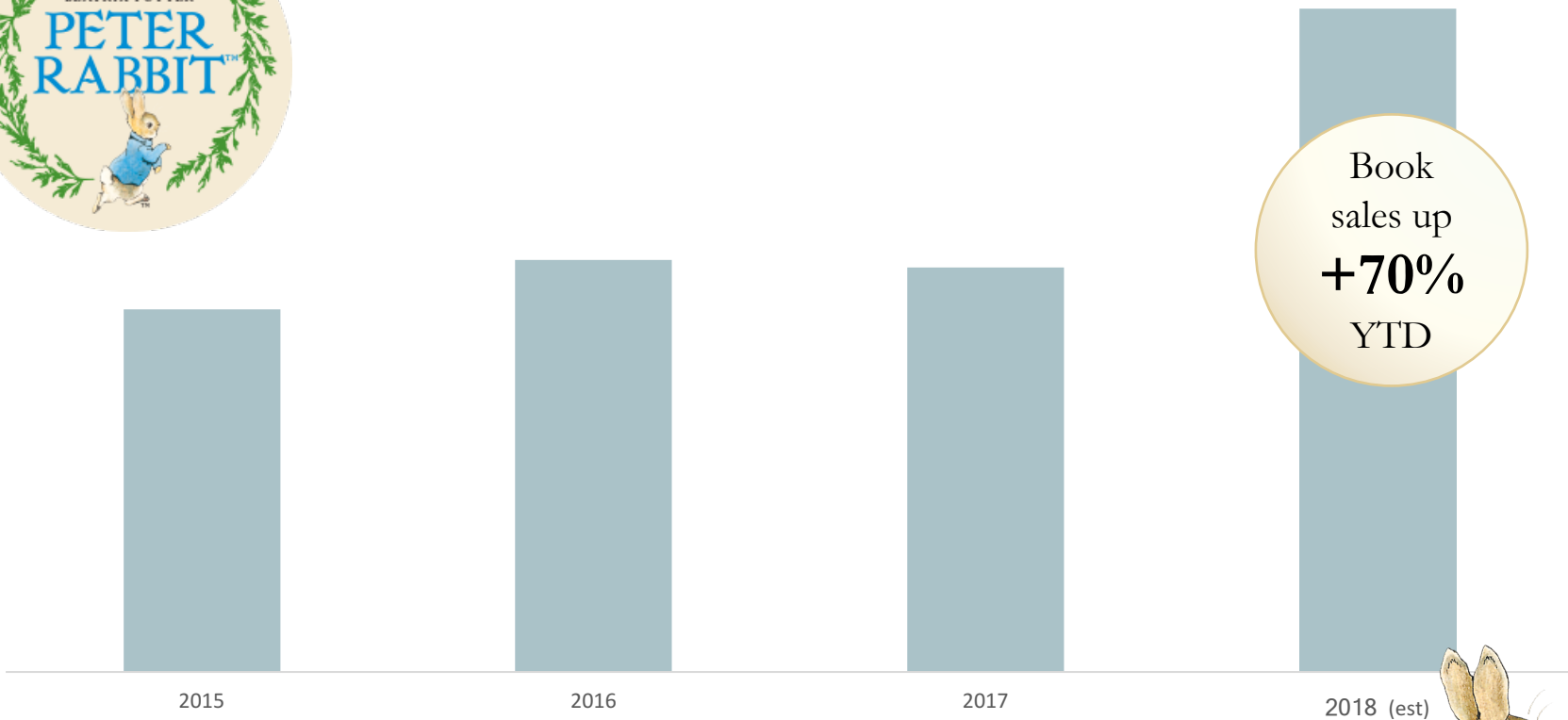


Peter Rabbit Update
October 2018

Peter Rabbit

- A beloved classic for over 115 years
- Over 40 million copies of *The Tale of Peter Rabbit* sold worldwide
- Translated into more than 35 languages
- Sales have grown +12% over the last 3 years
- Sales are up +70% in 2018





Publishing Schedule

All About Peter

Happy Birthday!

The Tale of Peter Rabbit

Good Night, Peter

Peter Rabbit, I Love You

Peter Rabbit 123

I Love You, Mommy

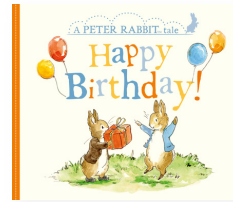
Where Is Peter Rabbit?

A Pumpkin for Peter



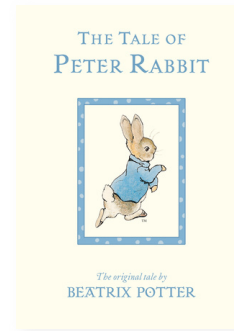
All About Peter
Beatrix Potter

978-0-241-32455-4
BR | \$9.99 | On Sale 01-09-2018



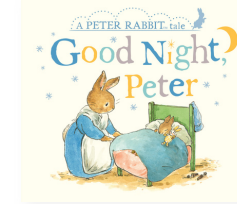
Happy Birthday!
Beatrix Potter

978-0-241-32788-3
BR | \$7.99 | On Sale 05-01-2018



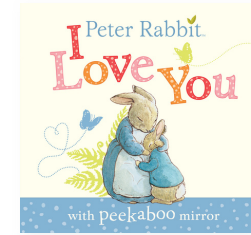
The Tale of Peter Rabbit
Beatrix Potter

978-0-241-32789-0
BR | \$9.99 | On Sale 05-01-2018



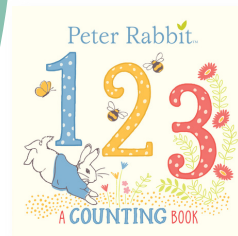
Good Night, Peter
Beatrix Potter

978-0-241-34206-0
BR | \$7.99 | On Sale 09-04-2018



Peter Rabbit, I Love You
Beatrix Potter

978-0-241-32790-6
BR | \$9.99 | On Sale 12-24-2018



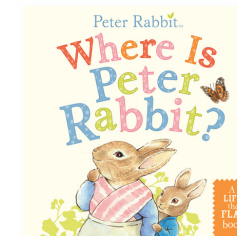
Peter Rabbit 123
Beatrix Potter

978-0-241-35477-3
BR | \$8.99 | On Sale 01-15-2019



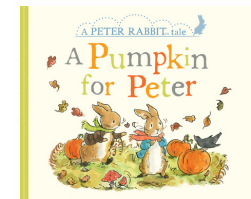
I Love You, Mommy
Beatrix Potter

978-0-241-35506-0
HC | \$8.99 | On Sale 03-12-2019



Where Is Peter Rabbit?
Beatrix Potter

978-0-241-35876-4
BR | \$12.99 | On Sale 06-25-2019



A Pumpkin for Peter
Beatrix Potter

978-0-241-35874-0
BR | \$7.99 | On Sale 08-13-2019

