

MPS Mobile's Global Reader Enters Christian Market With Titles From Tyndale House Publishers

By Sheryl Feuerstein/SFPR/EastWestMedia

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"Left Behind Series" among titles now available at wap.global-reader.com

TORONTO-- MPS Mobile's Global Reader, a worldwide mobile content distribution service announced today it has entered into a content partnership with Tyndale House Publishers. Forty-six Tyndale House bestselling and popular titles are included in the agreement and now available via the Global Reader mobile distribution network, accessible to readers on any Internet enabled mobile device they are currently using.

Among the books is the mega-selling phenomenon the "Left Behind Series" by authors Tim LaHaye and Jerry B. Jenkins, titles by America's #1 inspirational author Karen Kingsbury and N.Y. Times best-selling author Joel C. Rosenberg. Additional titles include several bestselling products from "The One Year Line™," including "One Year Devotions for Men," "One Year Devotions for Women," and the "One Year Mini for Students." As a special introductory preview, mobile users can get a free excerpt from the "Left Behind Series" by accessing <http://wap.global-reader.com/go/leftbehind> on their mobile device and for Karen Kingsbury's current best-seller "Sunset" <http://wap.global-reader.com/go/sunset>.

In commenting on behalf of Tyndale House Publishers, Alan Huizenga, Director of Digital Publishing, said, "We are pleased to be working with MPS Mobile's Global Reader in getting our products out to a whole new market. Tyndale is excited about the opportunity to offer our titles to the millions of consumers using the emerging platform of mobile technology for information and entertainment."

Further commenting: Global Reader's Director of Sales Bob Kasher stated. "We are excited to enter the Christian literary world with Tyndale House. With such prestigious titles, we continue our quest to become the leader of quality mobile content available to subscribers worldwide."

About MPS Mobile and Global Reader

Global Reader is available on over 75 Mobile Carriers worldwide in over 160 countries supporting material in a variety of languages, presenting print, audio and video content. You can receive it on any Internet enabled mobile device including the iPhone, Blackberry, Nokia, Samsung, Motorola and Sony Ericksson Smart phones as well as over 800 other devices worldwide. You can find it by going to wap.global-reader.com on your mobile device.

MPS Mobile is a wholly owned subsidiary of Macmillan Publishing Solutions (MPS). MPS has been in the business of providing a variety of publishing services to international publishing and media companies for over 30 years and has earned a strong reputation as a leader in the industry. MPS Mobile is our Global Platform and software solution enabling content providers to reach mobile phone audiences anywhere and everywhere in the world.

About Tyndale House Publishers

Founded in 1962 by Dr. Kenneth N. Taylor as a means of publishing "The Living Bible," Tyndale House publishes products that include many New York Times best sellers. Tyndale also publishes the "Holy Bible," "New Living Translation," and many other resources for individuals, churches, and families. Tyndale House Publishers is located in Carol Stream, Illinois, a western suburb of Chicago.

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Publishing, Wireless, Religion
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