



Press Release - 10 July 2007

FOR IMMEDIATE RELEASE

V-Burny.com Gives for Free the new Harry Potter (book 7)

For the launch of its innovative Player2Go service, V-Burny.com reimburses anyone who will purchase the new Harry Potter and the Deathly Hallows (book 7) in any store in the world up to January 31, 2008

Edinburgh, UK – 10 July 2007 -- V-Burny.com today announces its launch of [Player2Go](#), the world's first subscription service of preloaded player devices with audiobooks. The innovative service allows people to purchase [digital audiobooks](#) and have them delivered as a download online on their computer, and offline to their door, preloaded on the MP3 or MP4 Player of their choice. Once received, they just need to switch it on to start listening on the move.

The company, based in Edinburgh where J.K. Rowling wrote the Harry Potter book series, offers for the launch of Player2Go to reimburse in cash up to £9.00, anyone who becomes a Player2Go member and who has already pre-ordered, or plans to purchase the book Harry Potter and the Deathly Hallows, in any store in the world.

The book will be released on July 21, 2007 and can be purchased from various retailers such as Amazon, Waterstone's, or Tesco for less than £9.00. People can also obtain £10 worth of vouchers from WH Smith when they pre-order the book in its stores around the UK.

To be reimbursed, Player2Go members must send their proof of purchase to V-Burny.com by January 31, 2008.

Frank Masquefa, co-founder of V-Burny commented "Researches indicate that over 40% of the UK population own an MP3 player such as the iPod, but it is primary the 12-30 years olds. Their parents, our customers, are few to own a portable player, or when they have one, they find complicate and time consuming to download and transfer audio on it. Player2Go will make their life easier, and we celebrate its launch with the new Harry Potter."

Player2Go is available on an annual subscription basis: Premium members (£15) can keep the MP3/MP4 player as long as they want, and Basic members (£10) up to 10 days.

The service is also available on a Pay-As-You-Go basis for £3.99 and the portable player can be kept up to 10 days. Customers can transfer the audiobook on their computer or burn onto CD when they receive the player. Postage is free both ways.

To find out more, visit www.v-burny.com

##Ends##

Notes to editors

1. V-Burny.com has no association or relationship whatsoever with the above named retailers
2. An MP4 Player is an MP3 player that can play videos

About V-Burny

Founded in 2005, V-Burny.com is an online retailer of downloadable audiobooks. Their new service, Player2Go, makes easier to listen on the move: all audiobooks purchased are delivered as a download online, and offline to the customers' door, pre-loaded on the MP3 or MP4 player of their choice. Learn more at <http://www.v-burny.com>

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