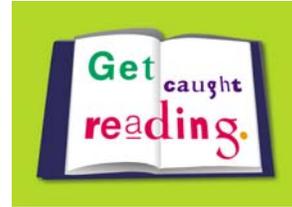




ASSOCIATION OF AMERICAN PUBLISHERS, INC.



DYLAN AND COLE SPROUSE REACH OUT TO ‘TWEENS AND TEENS WITH THE GET CAUGHT READING MESSAGE

Actors Show Their Support of the Country’s Leading Literacy and Reading PSA Campaign.

August 31, 2007. The Association of American Publishers and Dualstar Entertainment Group today announced 15-year old actors Dylan and Cole Sprouse (Emmy nominated *The Suite Life of Zack and Cody*) involvement in Get Caught Reading, the nationwide public service literacy campaign promoting the joys of books and reading to children of all ages. Both avid book lovers, Dylan and Cole have been caught reading *Picture of Dorian Gray* and *Lord of the Flies*, respectively.

“Kids are wrapped up in video games and computers, but reading is important. We make it a point to read as often as we can and want other kids to be as excited about it as we are,” says Dylan Sprouse. “We hope kids are as psyched as we are by all the books they can find at their local bookstore or library. Reading is a fun brain-feeder and it stays with you for a lifetime,” adds Cole Sprouse.

“We’re honored Dylan and Cole Sprouse are spreading the Get Caught Reading message by sharing with their fans their love of the written word, inspiring children of all ages by example, and opening today’s youthful imaginations through the world of books,” adds Patricia Scott Schroeder, President & CEO of the Association of American Publishers.

About Dylan and Cole Sprouse

Actors Cole and Dylan currently star as the mischievous Zack and Cody Martin in Disney Channel's amazingly successful and now Emmy nominated sitcom, "The Suite Life of Zack and Cody." In September 2005, the Sprouses partnered with Dualstar Entertainment Group to launch the *Sprouse Bros.* brand. The only young men's lifestyle brand designed by boys for boys, the *Sprouse Bros.* brand is supported by Dylan and Cole's strong fan base who view them as influencers in lifestyle and fashion choices. A book series, *Sprouse Bros. 47 R.O.N.I.N.*, published by Simon & Schuster, clothing line, online fan club, posters and calendars are already in the market and a DVD Home Entertainment series announcement is imminent.

About Get Caught Reading

Get Caught Reading is a nationwide public service campaign launched by the Association of American Publishers in 1999 to promote the joy of reading. The cornerstone of the campaign enlists public figures "getting caught reading" their favorite titles, with posters available at no charge to booksellers, librarians and educators across the country. Through celebrity involvement, Get Caught Reading leads by example. Now in its eighth year, the Get Caught Reading campaign continues to grow and has caught on worldwide. Celebrities who have appeared in the campaign include Whoopi Goldberg, Alicia Keys, Queen Latifah, Robin Williams, NY Yankee Johnny Damon, The Miami Heat, NY Giant Tiki Barber, Mary-Kate and Ashley Olsen, and George Foreman, to name just a few.

Media outlets interested in donating ad space to run "Dylan Sprouse and Cole Sprouse Get Caught Reading" should contact Christina Rodriguez at the AAP at crodriguez@publishers.org or 212/255-0200 ext. 262. A selection of magazines and newspapers which have run Get Caught Reading campaign PSAs include *The New York Times*, *USA Today*, *Sports Illustrated*, *People*, *Time*, *Esquire*, *Harpers Bazaar*, and *Entertainment Weekly*, amongst others.

To view a wide range of celebrities caught reading their favorite books and order their posters, which are available at no charge to complement the reading campaigns in every community across the nation, visit the web site at www.getcaughtreading.org.

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