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Creation of Books & Gifts Direct

Quarto (LSE: QRT.L), the leading global illustrated book publisher and distribution group, today announces the creation of Books & Gifts Direct, the leading display marketing business in Australia and New Zealand.

Books & Gifts Direct has been created by a consolidation of Lifetime Distributors and Premier Books, which previously operated as the leading display marketing businesses in Australia and New Zealand respectively. Lifetime Distributors had been part of The Quarto Group since its acquisition in 2004 and Premier Books since its acquisition in 2005.

The new company officially launches on 1 March 2014. The new name and associated logo and branding, created by Sydney-based creative studio Philter, will be introduced via a new website www.booksgiftsdirect.com and the vans, uniforms and product display boxes used by Books & Gifts Direct franchisees and distributors.

Lifetime Distributors and Premier Books have been a significant presence in the bookselling landscape in Australia and New Zealand since 1990 and 1996 respectively; the sale of non-book items is also important, making up 40% of sales in 2013. The Books & Gifts Direct franchisees and distributors visit over 50,000 workplaces every two weeks selling in excess of 5 million units per annum.

Marcus Leaver, CEO of Quarto, said:

"The creation of Books & Gifts Direct now means that we operate one business off one infrastructure with one combined buying team and resultant leverage. These operational changes will help Books & Gifts Direct reach its targets by making it easier to put great products at great prices in front of its customers."

Joe Craven, the recently appointed Managing Director of Books & Gifts Direct, said:

"This consolidation of our businesses in Australia and New Zealand gives us a good opportunity to take advantage of our direct sales network with renewed energy. We are now well equipped to push for greater brand awareness, wider distribution and greater sales of books and gifts as a result. This is positive for our vendors, as we will be easier to work with and for our customers, who will continue to receive great service and great value."

For further information and images relating to the rebranding please contact:

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About The Quarto Group

The Quarto Group (LSE: QRT) is the leading global illustrated book publisher and distribution group and is listed on the London Stock Exchange. Quarto has about 400 talented people in four distinct but complementary businesses - Quarto International Co-editions Group; Quarto Publishing Group USA; Quarto Publishing Group UK and Books & Gifts Direct, Australia & NZ.

The Group is well positioned in resilient segments of book publishing with rich reserves of Intellectual Property. Quarto is uniquely positioned for growth as the industry adapts to new means of marketing, sales and routes to market. The Group's headquarters are in London where the Company was founded in 1976.