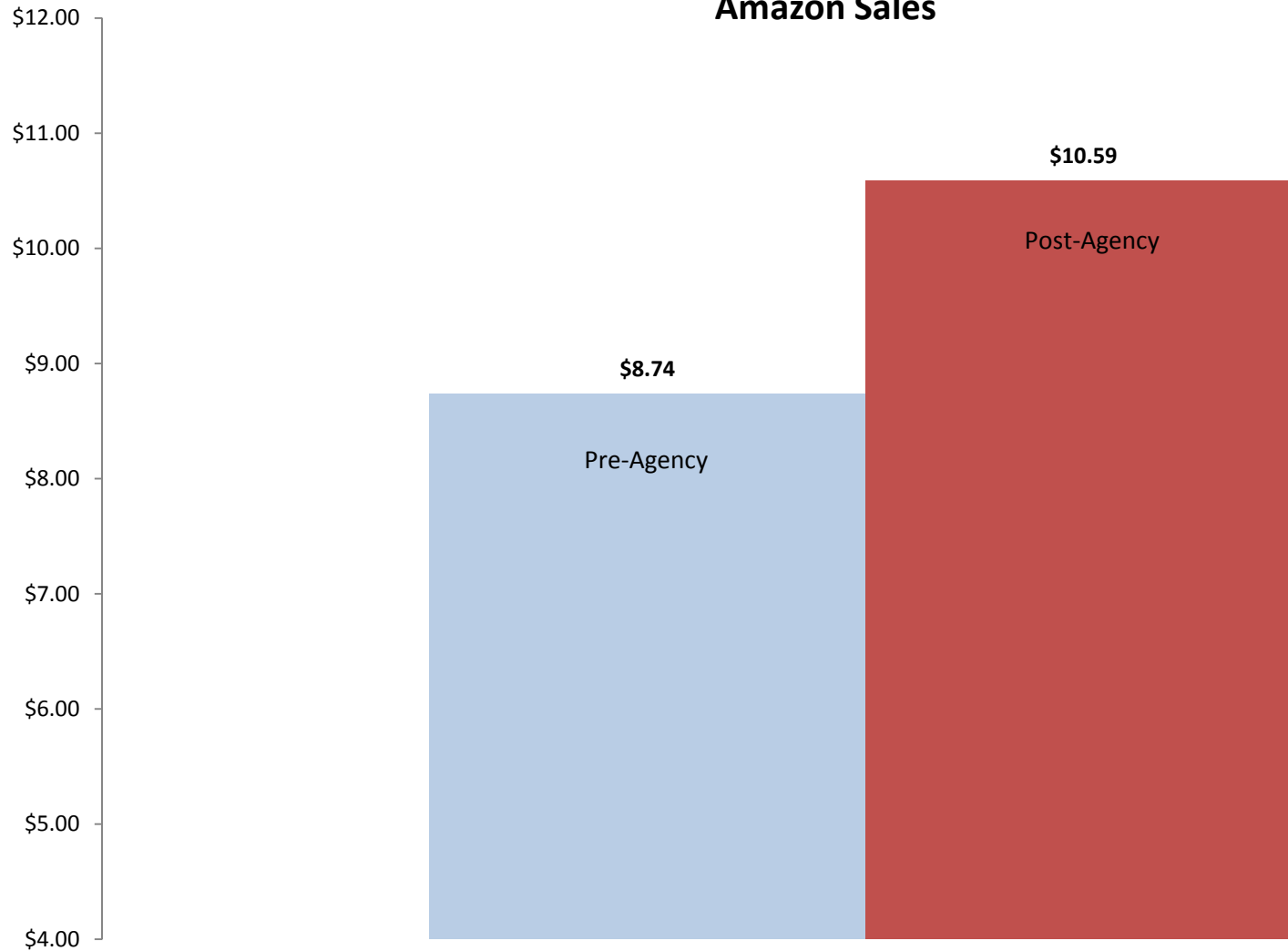


EXHIBIT 2

**Average Retail Price of "New Release" Penguin E-Books Pre- and Post-Agency
Amazon Sales**



"Pre-Agency" is the week ending May 15, 2010. "Post-Agency" is one month later, the week ending June 12, 2010.

"New Releases" are defined as titles having a first publication day on or after June 12, 2009.

Prices are weighted by units sold. The sample includes e-books with at least one unit sold in each period.