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FOR IMMEDIATE RELEASE
September 1, 2009

20th Annual The Word On The Street Toronto
Sunday, September 27, 2009 - Queen's Park
11:00 a.m. to 6:00 p.m.
Free Admission
www.thewordonthestreet.ca

Experience the Future of Reading with Sony at The Word On The Street

(Toronto) – The **Sony Reader Lounge** returns to **The Word On The Street** featuring two new **Reader** editions. On Sunday, September 27th, visitors will be introduced to the recently unveiled **Reader Pocket Edition™** and **Reader Touch Edition™** inside **Sony's** relaxing **Reader Lounge** located at the north end of **Queen's Park**. Complete with cozy recliners, festival visitors can take a break from their busy day to experience the most cutting edge technology available to readers today.

Sony Reader demo units will be on hand at the lounge, giving readers a chance to discover the newest features incorporated into the latest editions, including multiple language support, freehand note-taking capabilities and a built-in Oxford American English Dictionary in the **Touch Edition™**. Sony Readers will also be available for purchase in the lounge.

"Sony is pleased to showcase its latest Reader Digital Book models at Canada's largest book and magazine festival," said Puneet Jain, Director of Marketing for the Digital Reading Business, Sony of Canada Ltd. "We're committed to making digital reading and ebooks more accessible to Canadians, and the festival is a great way to connect with people who love to read."

Guinness Record Holder **Dave Farrow** will be onsite at the Sony Reader Lounge throughout the day to entertain audiences with demonstrations and share his speed reading tips and tricks. Purchasers of the new Sony® Reader Pocket Edition™ or Touch Edition™ at The Word On The Street will receive Dave's simple speed reading system DVD, FREE!

About The Word On The Street

Every year on the last Sunday of September, in Vancouver, Kitchener, Toronto and Halifax, The Word On The Street unites the country in a national celebration of literacy and the written word. Annually attracting more than 200,000 visitors to its Queen's Park location, The Word On The Street in Toronto is the largest book and magazine festival in Canada. The 2009 edition is set for September 27, 2009.

The Word On The Street gratefully acknowledges the support provided by our sponsors.

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Please add this information to your listings. Images are available upon request.

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