



# **Armidale Investment**

C O R P O R A T I O N

23 December 2014

The Manager – Listings  
Australian Securities Exchange Limited  
Exchange Centre  
20 Bridge Street  
Sydney NSW 2000

## **ACQUISITION OF INTEREST IN “READING ROOM INC” A US BASED SOCIAL BOOK DISCOVERY PLATFORM AND E-COMMERCE PROVIDER**

In accordance with Armidale Investment Corporation Limited’s (AIK) strategy of identifying business opportunities with significant growth prospects, AIK has today taken a small equity interest in Reading Room Inc (RRI) at a cost of AUD\$200,000.

RRI is a fast growing social book discovery platform with a membership of 1.3 million members, which represents a doubling of members in the last 12 months. RRI delivers a trusted and entertaining social experience for readers to discover, review and discuss, recommend and purchase books. Content from around the world is aggregated from members, bloggers and published sources. This enables writers, publishers, authors, readers and advertisers to reach a dedicated audience.

RRI generates its revenues from advertising and sponsorship, e-commerce via publishers and data licensing and is focused on the North American Market.

RRI offers the publishing industry an alternative to the similar service provided by “Goodreads” which was acquired by Amazon in 2013 for an estimated AUS\$160 million.

RRI has a strong management team, led by technology and on line media industry executives, Founder and CEO, Kim Anderson, now based with the Business in New York and Chairman, Steve Vamos.

AIK look forward to working with RRI as an active shareholder.

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