



26 June 2017

Dear colleagues,

It is with regret that I write to let you know that I have made the difficult decision to discontinue Blue Rider Press as a standalone imprint. Instead, going forward, Blue Rider's books, and those of its sister imprint Plume, will be moved under the umbrella of Dutton's publishing program. As a result, David Rosenthal, President and Publisher, Blue Rider/Plume, and Aileen Boyle, the imprints' Vice President and Associate Publisher, will be leaving the company in the coming months.

David joined Penguin and established Blue Rider in 2011; Aileen joined him later that year. Since then, the imprint has lived up to its mission as a home for singular, eclectic books. With a wide variety of successful publications, Blue Rider's bestselling authors include Jeff Bridges, James Carville, Elvis Costello, Jim Cramer, R.A. Dickey, Damien Echols, Delia Ephron, Carrie Fisher, Michael Hastings, Jewel, Patrick Kennedy, Chuck Klosterman, Mark Leibovich, Mike Love, Stephanie Madoff Mack, Bill Maher, Stuart Scott, Marisa Silver, Lesley Stahl, Mike Tyson, Neil Young and the pseudonymous Ann Droyd, creator of *Goodnight, IPad*. With the addition of Plume to David and Aileen's portfolio in 2015, a significant number of paperback original non-fiction bestsellers were also published, including Kerby Rosanes' *Animorphia*, Mamrie Hart's *You Deserve a Drink*, Phoebe Robinson's *You Can't Touch My Hair* and George Watsky's *How to Ruin Everything*.

Alongside these successes, however, Blue Rider has faced the particular challenges of being a small start-up in a hypercompetitive market, with results that have not been as consistent as we need them to be. That's why I've concluded that the existing and upcoming Blue Rider titles will be better served under the more established Dutton imprint. With a great deal of Plume's backlist having originated at Dutton, that fit should also work especially well. Whether new paperback originals will bear the Plume or Dutton imprimatur is something that will be decided in the coming weeks.

Over the next few days, we will be in communication with each author and agent affected by the move. My goal is to ensure the most beneficial future for each title.

We have met with each Blue Rider/Plume staff member today, and we will continue those discussions over the coming weeks as we review their individual circumstances and options.

I recognize that news of organizational change is difficult to hear and absorb; I know you'll provide your support to those colleagues and friends most directly affected by this news. I am grateful for the contributions of the Blue Rider/Plume team, and especially for those of David and Aileen. Without their vision and tireless drive, none of the imprint's success would have occurred. Blue Rider's authors, their readers and all of us at Penguin have been enriched for having worked with them. Please join me in thanking David, Aileen and the entire Blue Rider/Plume staff, and wishing them the best through this transition.

Best,  
Madeline