



Plastic Logic and Good Technology Announce Partnership to Develop QUE™ Mail and QUE™ Calendar

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Plastic Logic and Good Technology™ today announced a partnership and plans to develop QUE Mail and QUE Calendar for the QUE™ (pronounced “Q”) proReader. More than an eReader, QUE is designed specifically to provide a premium reading experience and access to content anywhere anytime, while simplifying the multi-faceted lifestyle of business professionals – and to literally lighten their workload.

The announcement coincides with Plastic Logic’s debut of QUE today during CES 2010. The ultra-thin, lightweight and wirelessly enabled QUE is the size of an 8.5 x 11 inch pad of paper, about a 1/3 inch thick, and weighs about a pound. QUE stands out in a crowd because it’s a business reader. QUE also distinguishes itself with powerful tools for interacting with and managing content. In addition to highly valued business and professional newspapers, periodicals and eBooks, QUE supports reading and annotating document formats business users need (including PDF files, Microsoft Office, ePub documents and more). With the QUE software, it’s easy to quickly transfer content from your PC, Mac® computer, or BlackBerry® smartphone to your QUE.

Plastic Logic said it plans to develop and offer a rich QUE Mail and QUE Calendar service with Good Technology, a leading provider of collaboration, security, and management services for leading mobile device platforms. Initially based on the Good Mobile Email™ and Good Mobile Exchange Access™ components of the Good for You™ solution, the QUE offering will be expanded in the future to include the Good for Enterprise™ solution. The QUE Mail and QUE Calendar offering will provide un-tethered email and calendar updates from a variety of popular email services for business professionals, including Microsoft Exchange.

Good for You, the solution powering QUE Mail and QUE Calendar, delivers an exceptional, integrated user experience for mobile email on the most popular mobile device platforms, including Android, Symbian S60 v3.0, Windows Mobile, BREW and Java. The four components of Good for You — Good Mobile Email, Good Mobile Exchange Access, Good Mobile Portal and Good Mobile Social Networking — work together to give mobile device makers and mobile operators a flexible and extensible

white label solution that enables truly differentiated offerings and delivers a great mobile experience to end users.

By integrating with Good for You, the planned QUE Mail and QUE Calendar services enable mobile professionals to have email and calendar updates from a broad range of popular email and calendaring services, including Yahoo!, Google, Windows Live, and Microsoft Exchange, automatically pushed directly to their QUE devices over WiFi and 3G networks.

“We are extremely pleased to be working with Good Technology, a leader in mobile device services, to accelerate development of a world-class email and calendar service and experience for the QUE proReader,” said Plastic Logic CEO Richard Archuleta. “Good is a trusted brand for mobile professionals and gives us a strong foundation for expansion into the enterprise, government and other verticals.”

Plastic Logic plans to offer QUE Mail and QUE Calendar services beginning Fall 2010. While plans with Good Technology initially cover the development of personal email and calendar, Archuleta said the planned roadmap for development of QUE Mail and QUE Calendar includes enterprise and government services thereafter.

“The eReader category is gaining substantial and rapid traction. As the world’s first proReader, QUE has great potential as a mobile collaboration and communications tool and is a perfect fit for the Good for You and Good for Enterprise solutions,” said Good CEO, Brian A. Bogosian. “We are very excited to be working with Plastic Logic to deliver an exceptional QUE Mail and QUE Calendar experience that we know will delight its customers.”

The QUE starts here

Formally introduced today at the Consumer Electronics Show in Las Vegas, QUE is on display in the Central Hall of Las Vegas Convention Center at Booth 11840, anchoring the e-Book Techzone.

Beginning today, preorders for the QUE proReader may be placed at the QUE Store (<http://www.QUE.com>). Beginning in mid-April 2010, QUE will be available for shipping. Later in 2010, QUE will be available through the Barnes & Noble stores nationwide and online at Barnes & Noble.com (<http://www.bn.com>).

The price for QUE will range from \$649.00 for the 4GB QUE model with WiFi that holds up to 35,000 documents, to \$799.00 for the 8GB QUE model with WiFi and 3G that holds up to 75,000 documents.

Additional information, including high-resolution product images, is available at <http://www.plasticlogic.com/news/QUE/presskit.html>

About Good Technology

Good Technology is mobile security and control that allows organizations to connect and collaborate on their devices of choice. Good opens new possibilities for enterprises, government agencies, and consumers to maximize personal and business productivity by providing secure and easy-to-use instant mobile access to data, applications and services on hundreds of mobile devices. For more information, visit the Good web site at

www.good.com.

About Plastic Logic

Plastic Logic's mission is to lead a revolution in the way people acquire, organize and consume information. We are using our proprietary technology leadership in plastic electronics to create a range of innovative products. Our first product, the QUE™ proReader, will enter the marketplace in April 2010. Founded in 2000 by researchers out of the Cambridge University Cavendish Laboratory, Plastic Logic has research and development in Cambridge, England; high-volume, state-of-the-art manufacturing in Dresden, Germany; and executive management, product engineering, sales and marketing headquartered in Mountain View, California. For more information about Plastic Logic, please go to <http://www.plasticlogic.com/>.

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