Chronicle Books Announces New App for iPhone, iPad & iPod touch Inspired by the Best-Selling Book *Press Here*

San Francisco, California (April 11, 2012): Chronicle Books announced today a new app for iPhone, iPad and iPod touch based on the international best-selling book, *Press Here*, by Hervé Tullet. The app offers unlimited hours of fun, including fifteen open-ended activities created from brightly winking, blinking, multiplying, and colliding dots. The visually rich, intuitive games offer a fresh experience on each visit and are easily mastered by even the smallest hands. The app is must-have for admirers of the book and a great introduction to Hervé Tullet for new fans.

“What Hervé has done so brilliantly in the app is that he did not simply reproduce the pages of *Press Here*, but rather riffed on their possibilities,” says Christopher Franceschelli, who heads Chronicle’s Handprint Books imprint. “He’s expanded on the book’s spirit of fun and discovery, creating a magical playground of the imagination.”

“I’ve been so honored and proud of the success of the *Press Here* book in the U.S., so when we talked about creating an app, my first hunch was that it must not be a copy of the book, but rather something new, different and innovative,” says the author, Hervé Tullet. “I thought about a dot's variation and decided to make up a kind of ‘tactile poetry.’ I do hope fans of the book will enjoy it and find the same spirit of fun.”

*Press Here: The App* is available for $1.99 (iPad) or $0.99 (iPhone and iPod touch) from the App Store on iPhone, iPad and iPod touch, or at [www.itunes.com/appstore](http://www.itunes.com/appstore)