



## Rooster, Great Fiction for Busy People

San Francisco, Calif., March 11 — [Rooster](#), a new way to read fiction on the smartphone, is publicly launching [in the Apple app store today](#). The service, which costs \$4.99 a month, is designed to help busy people fit great fiction into their lives by helping them select great titles and making those titles easily consumable on a device they always carry with them.

“We’re a team of avid readers and writers, and we’re constantly amazed by how many people tell us they wish they had the time to read novels,” said [Yael Goldstein Love](#), the editorial director of Rooster. “We thought: if people want to read more, let’s help them find the time.”

Rooster makes reading easy in three ways. First, Rooster’s editorial team curates and recommends great books, since finding something good to read is often a daunting task. The team shares books they love with readers in the tradition of the great-hand selling done by independent bookstores, tailoring their picks to the audience and explaining why they love each selection. Each month, they recommend two books: a contemporary novel and a classic novel that makes an interesting conversational counterpoint to the contemporary selection.

Secondly, Rooster transforms its books into short installments that can be read in the small breaks throughout your day — whether on a commute, or waiting on line at the supermarket. A 500-page novel may seem daunting to dig into when tackled head-on, but when broken into 15-minute segments, it’s clear how easily it can fit into readers’ lives.

Third, Rooster pushes the installments to readers on a schedule they set: whether it’s every day before work, a Monday-Wednesday-Friday coffee break, or weekend afternoons. It arrives exactly when you want it, making it a convenient but truly immersive reading experience that follows you through your days.

“The current reading apps are not well-suited for the smartphone,” said Jennifer 8. Lee, the publisher of Rooster. “We wanted to create a reading experience that was designed for mobile from the ground up. That means we have to build a beautiful reader, find the right types of stories that fit a small screen, and thinking about how it fits reading fits into daily lives given that we now carry a computing device in our pocket.”

All three co-founders of the company behind Rooster are women, including the chief technology officer, Jacqueline Chang, who is a 2010 graduate of the Massachusetts Institute of Technology and

previously of StumbleUpon.

"Technology has in many ways made our lives fragmented and harried," said Jacqueline Chang, Chief Technology Officer. "Rooster is a chance to use those same tools to bring the opposite."

Rooster's first contemporary title is the literary thriller [I Was Here](#) by novelist Rachel Kadish. [I Was Here](#) is a heart-stopping tale about human fragility and the momentum of evil, centering on a decades-old act of sexual abuse hushed up by a community more interested in civility than justice. The novella is already garnering enthusiastic praise, with MacArthur-winning novelist Rebecca Goldstein calling it "an announcement that ... one of our most promising writers is now a literary force to be reckoned with." Rooster's editors paired [I Was Here](#) with Herman Melville's [Billy Budd](#), another examination of evil preying on — and provoked by — innocence.

Writers in the Rooster library includes Julia Glass, National Book Award winner; Adam Haslett, a Pulitzer Prize finalist and National Book Award finalist; Chang-Rae Lee, a Pen/Hemingway Award winner; Molly Antopol, National Book Foundation 5 under 35; and Alan Lightman, author of the international bestseller [Einstein's Dreams](#).

The company partners with publishers to promote great authors.

Rooster is produced by Plympton and inspired by [DailyLit](#), a popular email reading service created in 2006 by Albert Wenger, a partner at Union Square Ventures, and his wife, Susan Danziger. Plympton [merged with](#) DailyLit in February 2013.

The angel investors behind Rooster include Mr. Wenger and his wife, Susan Danziger; Alexis Ohanian, co-founder of Reddit; Garry Tan, co-founder of Posterous and a partner at Y Combinator; Joshua Schachter, founder of Delicious; Adam Goldstein, CEO of Hipmunk; Matt MacInnis, CEO of Inkling; Josh Levine, former CTO of eTrade; Andrew McCollum, founding team of Facebook; Jeff Mayersohn, owner of the [Harvard Bookstore](#); Tim Wu, Columbia Law professor and author of "The Master Switch"; Charlie Cheever, co-founder of Quora; Kang-Xing Jin, vice president of engineering at Facebook; Elliot Shmukler, former head of growth for LinkedIn; James Hong, co-founder of HOTorNOT and Tony Hsieh's [Vegas Tech Fund](#). Plympton has raised less than a million dollars in angel funding.

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Plympton is a San Francisco-based media technology company dedicated to publishing innovation for mobile reading. Its flagship product is [Rooster](#), a mobile reading service for busy people. In 2013, Plympton merged with [DailyLit](#), a popular email reading service founded in 2006 by Albert Wenger and Susan Danziger.

Contact: [press@readrooster.com](mailto:press@readrooster.com)

[readrooster.com](http://readrooster.com) | @rooster

[plympton.com](http://plympton.com) | @plympton