

# Sainsbury's Entertainment Launches 20% off Book Deal

## Sainsbury's Entertainment

Released on: May 04, 2011, 12:29 pm

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Industry: [Entertainment](#)

Bookworms are sure to get more than they bargained for if they pay a visit to Sainsbury's Entertainment this week. The leading online retailer has decided to offer all new customers at [sainsburysentertainment.co.uk](http://sainsburysentertainment.co.uk) 20 per cent off each and every book they buy this week.

Visitors to the website simply need to enter the special promotional code – JSB2005– when they're paying for their purchases at the checkout and the right amount will be knocked off the final bill.

This amazing deal is not limited to a certain selection of books either. There is 20 per cent off everything from the latest children's books to steamy holiday romance novels. You might well fancy dipping into the site's Paperback of the Week – The Set-up, by Felix Riley. This murder mystery rips along at a thundering pace and will leave lovers of the thriller genre gasping for breath.

Sainsbury's Entertainment doesn't just stock a massive selection of books, and anyone looking to [buy music online](#), games, or perhaps DVDs, won't be disappointed

Matt Rooke, Online Entertainment Manager at Sainsbury's said: "We all know finding time to sit down and read a book can be difficult, but with a whopping 20 per cent off all books on the site for new customers, there are more reasons than ever to settle down with the latest release.

"Sainsbury's Entertainment understands that its customers have extremely varied tastes and that's why we decided to make sure the offer covered all of our titles. Whether you're into crime fiction or autobiographies, there has never been a better time to bury your head in a book."

The offer is due to run all this week until midnight on Sunday.

ENDS

**About Sainsbury's Entertainment:**

Sainsbury's Entertainment is owned and operated by MBL Entertainment, the UK's leading distributor of home entertainment products. The company's website is the perfect place to [buy paperback books](#), find the latest Blu-Ray and [DVD releases](#), and order audio CDs. Customers can choose from a range of over 150,000 books, all of which can be pre-ordered and purchased online.

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