

**For Immediate Release
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Publishing Technology Trials Ground-breaking 'IngentaConnect Mobile'

Initiative is part of a broader publishing industry trend to adopt more versatile formats and multi-content platforms

Publishing Technology plc (LSE: PTO), which provides online systems, software and supply-chain services to leading international academic and book publishers, today announces 'IngentaConnect mobile', a new trial product that allows subscribers to read articles and abstracts on their mobile devices.

The beta product is being trialed by a number of academic publishers, which already have journals and articles on IngentaConnect (IC), and is aimed at younger under-graduates who are initially likely to be the heaviest users.

'IngentaConnect mobile', being provided in an alliance with the Dutch mobile media specialists Momac, will be showcased at The Online Information Conference, the top international conference for the information industry, which runs in London on from 2nd-4th December.

Its widespread adoption would also complement and encourage the move by publishers to use more versatile XML formats for their content rather than PDFs, which are typically too heavy to be read on mobile devices.

Publishing Technology is also introducing an internal service to help publishers on IC move from PDF to an XML format by providing a combined typesetting and digital production offer.

Adopting XML formats allows publishers to get the most benefit from the re-use of parts of their content rather than being limited to the full product in the form of a PDF.

Earlier this year, the company also launched pub2web, a multi-content platform that supports books, journals, podcasts, reference works, magazines and other print, audio and video products.

Underpinned by Semantic web data and discovery technologies, pub2web brings a level of versatility in data storage to date unseen in the industry, allowing publishers to explore innovative business models to obtain new value from their content, as are the access management and rights promotion capabilities of pub2web and its sister product ICS (Information Commerce Software).

The new pub2web platform allows publishers to easily integrate all their on-line offerings under one roof, helping to control costs and maximize revenues from diverse intellectual property. Examples include:

- Virtual publications - repurposing content for new markets.
- Custom e-books - lecturers determine which pieces of content they'd like to include in a given course pack.
- Collections

- Packaging books, journals and other content for site license sales to the library market
- Increased visibility through semantic web discovery tools - uncovering previously "hidden" content which would be lost in traditional search engine results and ease of cross promotion of related products (e.g., pulling together all resources within a given subject area or from a single author).

Clients which have signed up for pub2web include the OECD, the World Bank, IMF, Allergy and Thomas Telford, the trading subsidiary of the Institution of Civil Engineers.

Louise Tutton, Senior VP at Publishing Technology plc, commented:

"The mobile trial and pub2web are all linked helping publishers to break away from traditional print formats and approaches, where content is still seen as distinct units i.e. books/chapters or journals/issues/articles, to deliver content in different ways which suit new mediums and changing user needs."

George Lossius, CEO, Publishing Technology plc, commented:

"We are always looking to develop new products to better serve our customers, and the introduction of IngentaConnect mobile is a good example of this. We are also constantly thinking of ways in which we can help our publishing clients maximize their revenues. Where we work best is in examining a number of different activities within a publishing business, each of which stands on its own merits, and then considering ways in which they could work better or be better integrated to add greater value and potential to the overall business."

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About Publishing Technology plc

www.publishingtechnology.com

The Publishing Technology group enables publishers to focus on their core competences by providing a single, trusted partner for both technology requirements and business development services. It is the largest provider of software and services for the publishing industry, servicing eight out of ten of the world's largest publishers. The group's proposition uniquely spans front and back office systems – complemented by a range of business development services – to provide the industry's only end-to-end suite of software specifically designed to support the publishing process. Capabilities cover editorial & production, product information, billing & fulfillment, content conversion & hosting, website development, marketing programs, information commerce, customer relationship management, rights & royalties and business intelligence. All application modules can be configured independently to meet specific publishers' needs and to allow flexible integration with existing systems. Associated sales and marketing services include consultancy and research, sales representation and telemarketing. The company is listed on the AIM market of the London Stock Exchange and has offices in Europe and North America.