

**FOR IMMEDIATE RELEASE**

Thursday 15<sup>th</sup> April 2010

## **Publishing Technology advances into Australia**

### ***Australian entity to be created to deliver next-generation applications to Australasian market***

London, Thursday 15<sup>th</sup> April 2010—Publishing Technology plc (LSE: PTO), the largest provider of software and services to the Publishing industry, has announced its intention to expand operations into Australia; serving both the local and New Zealand markets.

The decision has been made in light of the significant North American and European sales of Publishing Technology's advance – the 21st century version of the well known VISTA systems – that offers next generation software for the Publishing industry. This expansion also comes as a response to the growing interest already shown by many Australian publishers. Publishing Technology believe there is a strong local market for their flagship advance products as well as their digital publishing platforms, IngentaConnect and pub2web.

The move takes advantage of the existing infrastructure and resources already present at PT's Australian agent, VISTA Computer Services; currently operating out of Sydney and servicing the existing VISTA community. Ian Quayle, Managing Director of VISTA Australia, will also become Managing Director of Publishing Technology Australia, reporting to CEO, George Lossius. Local staff will continue to provide support and development services for existing customers alongside new technology implementations, and it is expected that the operation will expand significantly to house additional PT staff.

**George Lossius, CEO of Publishing Technology**, explained: "The Australian market is a very significant one for us. After thorough market research, we are confident that the market will view our new products favourably. We are extremely fortunate to be able to leverage the known and trusted name of VISTA in Australia, and to therefore reach a wider customer base far more efficiently than would otherwise have been possible. I am delighted that our brand launches in Australia under Ian's experienced leadership and look forward to working with him on this key development in Publishing Technology's future".

Malcolm Edwards, Managing Director of Hachette Livre Australia observed, "It's great to see a trusted partner expanding their activities, and bringing us new solutions. I'm confident that the Australian market will soon reap the rewards of Publishing Technology's clever innovation, expertise and new product investment, allowing publishers to focus on their core business activities, and leave the technology challenges to them".

Publishing Technology operates across the trade and academic markets, in books and journals, print and on-line. Working with more than 500 publishers, to date, the company has operated primarily from the UK and the US, but has recently also expanded into Japan, Brazil and Germany.

-ENDS-

## Notes to Editors:

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## Publishing Technology plc:

Publishing Technology's brands include advance, IngentaConnect, VISTA, author2reader, pub2web, ICS and PCG. 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 one of the largest providers 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 & fulfilment, 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, North America and Australia.

## About advance

advance is the next generation of software solutions to manage today's evolving enterprise. It is the most flexible offering of its kind on the market and intertwines more than 30 years of industry expertise with cutting edge technology. The end-users benefit from customizable dashboards, user-level personalization, an intuitive user interface, extensive workflow management tools, and powerful analytic tools. The IT and Operations areas benefit from lower cost of ownership, accelerated development, automation of processes, and simplified maintenance.

## Related Links:

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