

**For Immediate Release
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From Sales Representation to Fulfillment Systems *The true versatility of Publishing Technology*

As part of the recently announced news concerning the global expansion of the agreement between BioOne and Publishers Communication Group (PCG), a division of Publishing Technology, the Publishing Technology group will not only provide exclusive worldwide marketing, sales representation and library customer service for the non-profit web-based, collaborative of high impact bioscience publications, but has also implemented hosted fulfillment and subscription modules from the author2reader™ platform to manage back office needs of the organization.

Prior to the implementation of the hosted author2reader system, subscriber information was managed on two different systems, making updating and maintaining consistency a challenge. The new author2reader system provides one authoritative resource for customer, product, and subscription information. The flexible nature of author2reader has allowed the system to be configured to meet PCG's specific business requirements for its BioOne program.

Jeff Downing, Global Marketing and Sales Director for BioOne, commented, "The new system allows PCG's BioOne team to work more effectively and efficiently, while providing excellent levels of customer service." The hosted solution allowed for a quick implementation and smooth transition. Mr. Downing elaborated, "The system is so easy to use that minimal training of PCG staff was required, and to accommodate busy schedules, training was available in person as well as remotely. We were also able to cutover from our previous system with no down time. The old system was shut off at the end of the business day and the new system was up and running without issue the next morning. We couldn't have asked for more from the implementation team."

This project is a prime example of how versatile and extensive Publishing Technology's offerings truly are. George Lossius, CEO of Publishing Technology explained, "The divisions of Publishing Technology worked hand and hand in this project to ensure a well tailored solution to meet the unique needs of the PCG BioOne program. This project has once again validated our reasoning for merging the two organizations – VISTA and Ingenta – to form Publishing Technology."

To learn more about our range of solutions, please visit www.publishingtechnology.com or email info@publishingtechnology.com.

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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.