

For Immediate Release
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Ingenta partners with Ten Alps to grow online ad revenues

Factual media company will provide tailored advertising sales

Ingenta, the technology provider which connects the publishing and information industries, recently announced a new agreement with Ten Alps, the media company co-founded by Bob Geldof, which provides factual content for online, print, television and radio distribution. From February 1st, Ten Alps will leverage its extensive network to grow advertising revenues for 38 of Ingenta's publisher clients through placement of high-value ads on the IngentaConnect scholarly publishing platform.

Ten Alps' dedicated advertising sales team of more than 20 staff is well-qualified to provide sales representation for Ingenta's ad inventory, with experience of selling advertising on behalf of several prestigious titles and institutions; previous clients range from international publications such as the National Geographic to scholarly and professional organizations including the British Veterinary Association and the Nursing and Midwifery Council. In partnering with Ingenta, Ten Alps will sell advertising inventory for publishers including Taylor & Francis, Springer and Emerald.

The new agreement, which supplements Ingenta's existing advertising partnership with behavioral targeting agency Tacoda, is expected to double IngentaConnect's advertising revenues. "Ingenta's continued investment in its advertising program is enabling us to grow the return we see on our publishing investment with minimal effort on our part," says Jenny Pickles, Head of Business Development at Emerald, "And it's complemented by their commitment to growing our traffic; our content is more widely exposed to potential users than ever before, which appeals to prospective advertisers."

"Having launched our advertising program in 2006, we've been pleased with the uptake so far by our publisher partners – our available inventory now covers nearly half of IngentaConnect's 11,000 electronic publications," adds Ingenta's Executive Vice President Douglas Wright. "The program, and particularly its network of well-connected partners such as Ten Alps, make it easy for any of our publisher clients to exploit new revenue opportunities on a low-investment, low-commitment basis."

"This new agreement is helping both partners to deliver on their core strategies," concludes Steve Foulsham, Head of Business Development at Ten Alps. "We're always looking to expand our reach, and the IngentaConnect audience represents a largely untapped market that our network of advertisers is keen to access. Ingenta and its

publisher partners will benefit as the specialist nature of their content will attract high-value placements."

IngentaConnect (www.ingentaconnect.com) provides more than 25,000 libraries with access to over 10,000 titles from over 250 publishers, and 20,000 fax- and Ariel-delivered publications. Its proprietary content enhancement software adds state-of-the-art functionality to PDF articles, while the intuitive web interface provides users with a range of interactive features to support effective online research. The site enables users to view full text via subscription and through a variety of different payment models such as library payment accounts, individual subscription sales and article pay-per-view access. Publishers can opt to apply their own brand to their pages of the site using the IngentaDesign service, or can upgrade to their own pub2web publications platform, which shares some IngentaConnect technical architecture but offers publishers full control over design and content structure.

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About Publishing Technology plc
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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.