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Klopotek promotes Publishing Technology's Online Products in Germany and the Benelux

Alliance established to increase availability of online offerings in Germany and the Benelux

Publishing Technology plc (LSE: PTO) and Klopotek AG, the two largest providers of software and services to the publishing industry, have announced an alliance to promote IngentaConnect and pub2web products in the German and Benelux markets.

IngentaConnect, the home of scholarly research, maximizes publication discoverability and current awareness while getting content online quickly, easily and affordably. It is a fully-outsourced e-publishing service, hosting over 30,000 publications for a range of different publishers, receiving in excess of 6 million visits each month from a global user base numbering in the millions. IngentaConnect is also integrated with many other scholarly web services and key traffic drivers such as Google. It also provides flexible access and authorization; allowing publishers to control the business models used – subscriptions, pay-per-view, free trials, etc.

pub2web, a comprehensive, content-agnostic, multi-lingual digital publishing platform built on the proven technology of IngentaConnect and designed to address the evolving and diverse online strategies of the 21st century publishing community, enables book and journal publishers to leverage their online investment to its fullest potential by providing them with full control over their brand, content and user relationships along with the flexibility to deliver content at the most granular level.

George Lossius, CEO of Publishing Technology explained: "Although Publishing Technology has a strong client base across Europe, we have not yet focused on Germany, the third largest publishing market in the world. We believe that there is a great opportunity for our online offerings in Germany and the Benelux and are excited by this alliance. By pairing our digital platforms, IngentaConnect and pub2web, with the resources of Klopotek - the leading publishing software provider in Germany - we will be able to reach a wider consumer base more quickly and cost-effectively than on our own. I believe this represents a significant opportunity for Publishing Technology to broaden its appeal globally".

Per the agreement, Klopotek will develop new business opportunities for the online

products, while Publishing Technology will retain responsibility for product support.

Klopotek CEO, Ulrich Klopotek von Glowczewski commented: "Klopotek is a committed partner to publishers worldwide with market leadership in Germany and the Benelux. The industry expects market leaders to provide a full range of technology solutions. Our customers will now be able to receive all mission critical technologies under the umbrella of Klopotek. The digital platforms IngentaConnect and pub2web enable us to address the rapidly-expanding online delivery requirements of our customers without reinventing the wheel. Klopotek's products and services are complemented by IngentaConnect and pub2web, and they allow us to combine our competence, our products and the best available digital publishing tools and services with an unrivalled ability to support."

The agreement grants Klopotek exclusive rights in Germany and non-exclusive rights in the Benelux region.

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About Publishing Technology plc

www.publishingtechnology.com

Publishing Technology's brands include 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 and North America.

About Klopotek AG

www.klopotek.com

Klopotek is one of the leading suppliers of software and consulting services for publishers of books and journals, print and online. More than 300 publishers specializing in different areas, with over 13.000 users, rely on Klopotek programs to help them manage their business and achieve their goals. Klopotek has over 15 years experience in delivering innovative solutions to publishers around the world. Klopotek software supports the entire publishing value chain for print and digital products, including contracts, rights and royalties management, editorial planning, production management, product promotion, marketing, sales, and distribution all the way through to order processing and customer service support. There is also a variety of products available for comprehensive business information, reporting and advanced integration technologies, which link Klopotek to other systems, websites or content management tools. All products support latest technologies and standards such as XML or Onix. The publishing industry is constantly changing. Klopotek encourages the development of emerging ideas to embrace the transition to an increasingly digital world through an unrivalled investment in product enhancements and services and through sponsoring cutting-edge research and networking within the publishing industry. The company has offices in Europe (Amsterdam, Berlin, Frankfurt, Munich and London) and the USA (New York and Parsippany/New Jersey).