

FOR IMMEDIATE RELEASE

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NASW selects pub2web to maximize visibility of growing e-publications collection

London, 27th May 2010-Publishing Technology plc (LSE: PTO), the largest provider of software and services to the Publishing industry, today announced that the National Association of Social Workers (NASW) has selected its pub2web platform to host content made available to over 150,000 users.

NASW, a leading scholarly press in the social sciences boasting the largest membership organization of professional social workers in the world, will initially present its four journal titles, currently hosted on IngentaConnect, on the new website to a growing user base of faculty, practitioners, agencies, libraries, clinicians, and researchers throughout the United States and abroad, with book titles to be added in the near future.

The pub2web platform provides NASW with a website that has boundless scope for growth and that is poised to install the very latest Semantic Web technologies available as the site develops. Web 2.0 features, including integration with social bookmarking, a flexible ecommerce system and comprehensive administrator tools providing NASW with the control to manage content, subscriptions, business intelligence and site plus marketing information, will all maximize visibility of NASW's content online. Future enhancements to the website will include an interactive thesaurus and dictionary feature that will capitalize on the infinite Semantic Web capabilities pub2web offers.

Louise Tutton, Chief Operating Officer of Scholarly Online at Publishing Technology commented: "We have worked with NASW for some years now and we're really excited that they are raising their profile and undoubtedly strengthening their online presence by choosing pub2web. pub2web's core proposition is that it offers the very latest in web and content delivery technology to publishers of any size and nurtures growth and creativity with content in a platform that knows no bounds. NASW is eager to offer their users content in an intuitive, innovative and technologically advanced way, and we're here to realize that."

Cheryl Bradley, Publisher, NASW Press said "Our titles are very widely read by practitioners, faculty, and students, all of whom have increasing expectations about how the content is accessed. We have so much valuable content and information available, we are really looking forward to updating the site and using the newest technologies available to highlight our publications."

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-

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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.

NASW

NASW Press is a leading scholarly press in the social sciences. It serves faculty, practitioners, agencies, libraries, clinicians, and researchers throughout the United States and abroad. Known for attracting expert authors, the NASW Press delivers professional information to hundreds of thousands of readers through its scholarly journals, books, and reference works.

About pub2web

pub2web™ is a customized, multi-content publications platform--delivers all the functionality publishers need to support their evolving online strategies and to satisfy their user base, however diverse their needs. Benefit from proven, regularly-updated technology while also maintaining full control of brand, content and user relationships. pub2web can help users to explore all content - whatever its format - with progressive browsing options driven by award-winning data storage and modelling.

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