

**For Immediate Release
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Publishing Technology Releases Next Generation of Software Solutions *Meeting evolving business requirements*

Publishing Technology, the largest supplier of software solutions and related services for the publishing and information industries, today announced the release of its next generation of software solutions to manage today's evolving enterprise. This new suite of applications is the most flexible offering of its kind on the market.

The suite intertwines the company's more than 30 years of industry expertise with cutting edge technology creating applications that meet both the IT and end-user needs of an organization. The 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.

George Lossius, Group CEO, commented: "This is truly the most flexible offering available today. However, I think what really sets this software apart are the comprehensive workflow tools. Users can build efficiency and control into their business with a click of the mouse. Authorized users can easily modify processes to adapt to the changing business environment in mere seconds rather than hours or even days. Words can not do it justice; it is really something that needs to be seen."

The screenshot displays the Publishing Technology software interface. On the left, a workflow editor shows a process flow for 'Case Management Scheduled Reminders'. The workflow includes steps such as 'Check for Number of Scheduled Reminders', 'Parse the SQL', 'Status of Previous Task', 'Create Task Record for Case MIA', and 'Create Scheduled Task Record for Case MIA'. A text box overlay on the workflow states: "Workflow associated with any task can be adjusted simply by using a mouse to click and drag steps in or out of the process flow chart." On the right, a product details form is visible, showing fields for 'Product Description', 'Identifiers', 'Information', 'Trading Division', 'Publisher', 'Security Domain', 'Parent Product', 'Delivery Type', 'Form Type', and 'Binding Type'. A 'Contributors' table is also present, listing roles like 'Author', 'Publisher', and 'Commissioning Editor' with names like 'Adam East', 'Richard Milner', and 'Ivorid Connell'. The 'Internal Product Description' field contains text about a book by Adam East.

Edwin Fager of Kensai International witnessed a preview of the new platform late last year and was thoroughly impressed by the personalization and workflow capabilities and the sheer flexibility of the system. His write-up on the demonstration can be viewed at www.publishingtechnology.com/news/PTgoesMicrosoft.html.

Applications:

- Relationship Management
- Product Management
- Rights & Royalties
- Information Commerce
- Cash to Order

To learn more about Publishing Technology and its offerings, go to www.publishingtechnology.com or contact us at info@publishingtechnology.com. Also, join our LinkedIn group "Publishing Technology" or follow us on Twitter [@publishingtech](https://twitter.com/publishingtech).

For more information, please contact:

Morayéa Pindziak
Publishing Technology plc
Tel: +1 732 563 9292 x269
Email: morayea.pindziak@publishingtechnology.com

Emily Taylor
Publishing Technology plc
Tel: +44 (0)1865 397873
Email: emily.taylor@publishingtechnology.com

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.