

FOR IMMEDIATE RELEASE

Thursday, 10th June 2010

Publishing Technology announces first go-live of *advance*[™] Product Manager solution in North America

Thursday, 10th June 2010– Publishing Technology plc (LSE: PTO), the largest provider of software and services to the Publishing industry, has announced the first live installation of its innovative *advance*[™] Product Manager solution for The National Fire Protection Association (NFPA), the world's leading advocate of fire prevention and authoritative source on public safety.

In a significant primary move in a long-term systems strategy, NFPA made the successful migration from their former *author2reader*[™] Product Information Manager solution to the new *advance*[™] Product Manager platform – the 21st century version of the well known VISTA system that offers next generation software for the publishing industry.

The *advance*[™] Product Manager solution has been integrated with NFPA's existing Publishing Technology Fulfilment and Distribution solutions, and additional *advance*[™] based projects have been scheduled to bring NFPA up to speed with the most recent publishing solutions on the market including Relationship Manager and Order to Cash applications. These subsequent software implementations will ensure key components remain compatible and allow for flexible integration and functionality in the future.

Jay Teitelbaum, COO, Publishing Technology North America, comments: "We are delighted to announce the go-live of NFPA's first instalment of *advance*[™]. The NFPA is an exceedingly valuable and strategic partner who recognizes the significance of a long term migration strategy and commitment to the *advance*[™] platform, and we look forward to the considerable benefits that NFPA's multi phased *advance*[™] implementation plan will deliver."

Rick Sterling, Division Director of IT, NFPA, observed, "NFPA is pleased with the new capabilities offered in the *advance* platform and see it as a fundamental building block to support new business initiatives. The transition and upgrade from our former *author2reader* Product Manager platform to the *advance* Product Manager solution is a testament to the on-going and mutually beneficial relationship NFPA has had with Publishing Technology for the past 8 years."

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-

Notes to Editors:

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Publishing Technology plc:

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.

NFPA

The mission of the international nonprofit NFPA, established in 1896, is to reduce the worldwide burden of fire and other hazards on the quality of life by providing and advocating consensus codes and standards, research, training, and education. The world's leading advocate of fire prevention and an authoritative source on public safety, NFPA develops, publishes, and disseminates more than 300 consensus codes and standards intended to minimize the possibility and effects of fire and other risks. NFPA membership totals over 75,000 individuals around the world.

About advance

advance is the next generation of software solutions to manage today's evolving enterprise. It is the most flexible offering of its kind on the market and intertwines more than 30 years of industry expertise with cutting edge technology. The end-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.

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