

a division of Publishing Technology

For immediate release
April 9th, 2010

PCG celebrates 20th Anniversary

Serving the scholarly and professional publishing community since 1990

London, Friday 9th April, 2010—Publishers Communication Group (PCG), the leading provider of market intelligence, sales and marketing services to the scholarly information community, and a division of Publishing Technology, today announced 20 years in the business.

Since it was founded in 1990, PCG has grown to become the market-leader offering consultative sales, marketing and research support to some of the largest and high-profile publishers in the industry. From representing prestigious publishers such as CABI and ASM in North America, Nature in Latin America, and most-recently BioOne globally, PCG anticipates even greater achievements in the years to come.

PCG's success is founded on its unrivalled expertise, evolving knowledge and unquestionable reach within the scholarly information community. Combined with this is a highly-skilled team of sales and marketing experts, dedicated to enabling publishers to effectively communicate with librarians and researchers and strategically expand penetration in key institutions around the world.

Commenting on the occasion, Doug Wright, Director of PCG and International Business Development, says: "I am proud to announce that PCG is celebrating its 20th anniversary this year. From the beginning, we have collaborated with our publisher clients to adapt our services to meet the quickly evolving market conditions and end-users needs. We have gone from one person founding PCG in 1990 in Cambridge, Massachusetts, to a truly global team of 25 on three continents today."

"While PCG looks very different now, we have maintained the core principle of working closely with our clients as if we were part of their team. I want to thank all of our clients and colleagues for their trust over the last 20 years and for helping shape our success. I am very much looking forward to the next 20 years, which promise to be as exciting as the first 20."

PCG marks 20 years serving the scholarly and professional publishing community at next week's UKSG conference in Edinburgh and with events throughout the year, including at the SSP Annual Meeting in San Francisco in June.

Notes to Editors:

About PCG

www.pcgplus.com

Publishers Communication Group, Inc., a division of Publishing Technology plc, is a full-service marketing and sales consulting firm with locations in Cambridge, Massachusetts, Oxford, England and Rio De Janeiro, Brazil. PCG was established in 1990 as a resource for scholarly publishers to more effectively work with the global library market. PCG offers qualitative and quantitative marketing research, international multi-lingual telemarketing services, customer services operations based in the UK, US and Brazil, sales representation, and strategic consulting.

Publishing Technology plc:

www.publishingtechnology.com

The Publishing Technology Group has offices in the US, UK and Brazil and is the largest supplier of technology and related services to the publishing industry around the world. Publishing Technology's brands include advance (the 21st century replacement for Vista), IngentaConnect, author2reader, pub2web, ICS and PCG.

Publishing Technology partner with information providers of any size, discipline, or technical literacy helping them to capitalise on the full potential of their content in the digital environment and increase efficiency throughout their publishing processes. Market-leading technologies and integrated services are differentiated by the scope of publishing issues they address, and this customised cutting-edge approach delivers support to eight of the ten of the largest publishers in the world. For more information on Publishing Technology, its products and services, please contact Emily Taylor on +44 1865 397873 or emily.taylor@publishingtechnology.com

Related Links:

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UKSG:

Please visit Marco Castellan, European Business Development Manager, PCG, on behalf of Publishing Technology and PCG, on stand 22 at the UKSG Conference and Exhibition in Edinburgh from 12th-14th April 2010.

Media Enquiries:

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