

For Immediate Release
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Case Study: A Conversion Toward Success

PGUK gains efficiency, ease and liberation through Publishing Technology's hosted services

Publishers Group UK (PGUK), a sales and marketing fulfillment service provider to publishers, was struggling with out-dated systems and sought a new system that would bring automation to their warehouse and eradicate their reliance on a lone IT technician for operation and maintenance of their aged database. They turned to Publishing Technology for help. Publishing Technology implemented its fulfillment and financial modules in a hosted environment providing PGUK with desperately needed efficiency and technical reliability.

Only 10 weeks after going live, PGUK had seen positive results including improved productivity, greater visibility into their operations and peace of mind. Medwyn Hughes, PGUK's Joint Managing Director commented, "Our warehousing had no management system at all with the old system. Our new Publishing Technology system warns us of fulfillment needs, keeps inventory right on course and it introduced back picking into our warehouse—something we couldn't have before." He continued, "[The hosted system] took away PGUK's sense of vulnerability. It was always a worry being reliant on one person, and it is liberating to be free of that reliance."

To learn more about the project read the case study at http://www.publishingtechnology.com/about/archive/pguk_jan09.pdf. To learn more about Publishing Technology's systems and hosted services, visit www.publishingtechnology.com or contact us at info@publishingtechnology.com.

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About Publishing Technology plc
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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.