

For Immediate Release
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Publishing Technology appoints Natasha Oostergetel as Online Sales Manager

Publishing Technology, the largest provider of software and services for the publishing industry, is pleased to announce its appointment of Natasha Oostergetel to the position of Online Sales Manager. Natasha will be responsible for generating sales for all of Publishing Technology's online platform solutions, including IngentaConnect and pub2web. She comes to Publishing Technology with a wide range of sales experience within the publishing industry and has held similar roles previously at Palgrave Macmillan, Taylor and Francis and Elsevier.

"The demand from publishers to digitise their content and keep pace with today's technology is huge, so it's a really exciting time to be involved with a company with such a great reputation and whose offerings are so comprehensive," Natasha comments.

"Having worked with publishers for many years, I know their needs and expectations and am sure this will allow us to maximise investment from the current market and continue to anticipate their needs in the future."

"Natasha brings with her an exceptionally high level of experience and an extensive knowledge of the publishing sector" adds Louise Tutton, Senior Vice President of the Scholarly Division. "With our extensive offerings for the publishing and information industry, we are delighted to have someone of Natasha's calibre on board to showcase those and with Natasha's vast experience coupled with a proven track record in sales it will enable us to continue our strong momentum in our key markets."

Natasha is based at the company's Oxford, UK office, and can be contacted on natasha.oostergetel@publishingtechnology.com or +44 1865 397800.

**Please visit the Publishing Technology stand (54) during the UKSG Annual
Conference to meet Natasha and find out the latest news on
IngentaConnect Mobile.**

ENDS

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.