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VISTA and IPG unite to support exploration of digital marketing tools

Pilot enables publishers, distributors to grow revenues by increasing content visibility

April 14, 2008 —VISTA, market leader in applications to support the publishing supply chain, and the Independent Publishers Guild (IPG), which supports and connects independent information providers, have launched a pilot scheme to enable selected IPG members to explore the benefits and evaluate the revenue generation potential of digital publishing initiatives such as virtual catalogues and online book samples.

The project covers a cross-section of IPG members, enabling VISTA and IPG to assess the different ways in which publishers, distributors and others in the supply chain can incorporate such technologies into their strategies, and the effectiveness of respective applications. Participating members were randomly selected during the recent IPG conference in March. Three publishers, Cicerone Press, Galore Park, and How To Books, will trial catalogue digitization, which will replicate their print editions with an easy-to-use online facsimile designed to increase visibility and facilitate browsing of the publishers' products.

A further five IPG members (Anova Books, Brahma Kumaris, Eurospan Group, Ovolio Books and Yale University Press) were given the opportunity to select up to 10 books for "view inside" book sampling, which digitises small excerpts and allows them to be embedded into online marketing materials. Potential customers are therefore better able to assess the book's content prior to making a purchase.

The Eurospan Group's Stephen Lustig is excited about deploying digital samples to help market publications from his organization's publisher partners: "We have selected recently-published titles with good sales to participate in the VISTA-IPG pilot. The digital book samples will be prominently featured on the front page of eurospanbookstore.com, our online bookstore. We will be able to monitor their usage, track resultant conversions, and measure sales growth against previous sales, and thus evaluate the impact of VISTA's technology on our revenues. It's a welcome opportunity for us to minimize the investment and risk associated with exploring new technologies, and VISTA and IPG have once again demonstrated their commitment to supporting innovation in the publishing industry."

VISTA and IPG will report back on progress of the pilot throughout 2008, and will follow up with case studies to advise other publishers on successful techniques for incorporating technology into sales and marketing strategies.

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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.

About IPG
www.ipg.uk.com

The IPG helps publishers to do better business and become part of a real community — somewhere they can find advice, ideas and information. We give independent companies the support they need to get the most out of publishing and keep their businesses growing. Founded over 40 years ago, membership is at an all-time high of around 480 companies, sharing combined turnover of £500m a year. We represent publishers of all shapes and sizes — from one-person operations to medium sized companies to international heavyweights. Our different special interest groups under the IPG umbrella reflect the diversity of the membership, and give companies the chance to get advice and information that are specific to their own sector. One of the most impressive things about the independent publishing community is its willingness to share its expertise, and new joiners get access to a mine of knowledge and experience, from both their fellow members and the IPG's own Board of Directors.

Learn more at www.ipg.uk.com.