

For Immediate Release
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Book Distributor to Focus on its Core Competency...Selling Books

PGUK Selects VISTA for Fulfillment and Financial Applications

VISTA, market leader in applications to support the publishing supply chain, is proud to announce that Publishers Group UK (PGUK), a market leader in book sales and distribution representing publishers from the UK, Europe and the USA, has selected VISTA's fulfillment and financial applications in a hosted (AHS) environment. The hosted applications require minimal maintenance from PGUK's perspective allowing their mainly non-technical staff to focus on their business of marketing, selling and distributing books.

Stability, reliability and low maintenance were the desired characteristics when evaluating new systems. The VISTA hosted software is time tested and VISTA maintains the system including regular updates and enhancements keeping it compliant with industry standards. Medwyn Hughes, Joint Managing Director of PGUK commented, "Our existing system, although functional was extremely old and we didn't have the technical staff to maintain it. And adding new requirements became a burden. Now, we can turn our focus from worrying about our software to providing top of the line sales and distribution services, while VISTA keeps us up to date on all the industry standards and helps improve our customer service by giving us more visibility into our stock and automating several processes that we were handling manually."

"We are pleased to be able to add PGUK to our prestigious list of distributor clients," added Colin Bottle, Managing Director of VISTA Europe. "Our hosted applications are a perfect fit for any publishing organization that doesn't have significant technical resources on-hand. By relying on VISTA's 30 years of experience, PGUK can have peace of mind that their systems will be well maintained and will support their business goals today and in the future."

VISTA's (Publishing Technology's) hosted application allow publishers to become more efficient and meet industry standards without having to commit to a large up-front capital investment or keep expensive technical resources on staff. Visit www.publishingtechnology.com/about/whatwedo to learn more about Publishing Technology's hosted applications.

For more information, please contact:

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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.