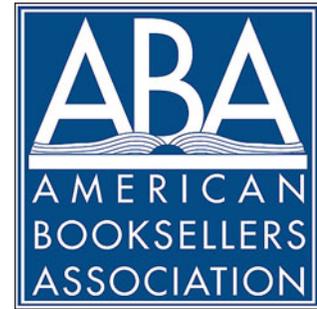


On Demand Books, LLC.



**FOR IMMEDIATE RELEASE**

Contact: Erin Hardy  
On Demand Books  
[erin@ondemandbooks.com](mailto:erin@ondemandbooks.com)  
(212) 966-2222

Meg Smith  
American Booksellers Association  
[meg@bookweb.org](mailto:meg@bookweb.org)  
(914) 373-6641

**AMERICAN BOOKSELLERS ASSOCIATION AND ON DEMAND BOOKS FORM  
PARTNERSHIP**

**ABA will market the Espresso Book Machine® to member bookstores and help permission  
publisher titles to the network**

**May 12, 2011 (NEW YORK, NY, and TARRYTOWN, NY)** – The American Booksellers Association (ABA) and On Demand Books (ODB), the maker of the Espresso Book Machine® (EBM), have entered into a joint marketing agreement whereby the ABA will market the EBM to member bookstores and help permission publisher titles to the EBM sales channel.

Essentially an ATM for books, the patented EBM and its EspressoNet® software system links to a vast network of content, enabling the instant distribution of books, on demand, at point of sale. With the push of a button, the technology prints, binds, and trims a bookstore-quality, perfect-bound paperback book, in any language, with a full-color cover, in minutes. It is an environmentally friendly technology since it eliminates shipping, returns, and the pulping of unwanted books.

“The Espresso Book Machine provides a unique opportunity to help our members differentiate themselves from their competitors,” says ABA Chief Operating Officer Len Vlahos. “By offering retail-level on-demand printing, indie bookstores can explore new custom publishing business models, and more quickly and efficiently meet consumer demand for books. This new relationship between ABA and ODB helps lower the barrier to entry for our members to participate.”

“We are delighted to partner with the ABA and support independent booksellers, who have been among our earliest and most successful customers,” says Dane Neller, Chief Executive Officer of ODB. “Our technology helps bookstores position themselves as community-based self-publishing centers for local authors, driving customer traffic and higher sales with no extra inventory. In addition, the ABA will help us market the channel to more trade and independent publishers. The EBM network represents a powerful sales channel to publishers, especially given the nearly 2,000 ABA member store locations. Through our partnership with Xerox—whose full

## **The American Booksellers Association/On Demand Books/Page 2**

force is now selling, leasing, and servicing the EBM worldwide—we plan to have over 150 EBM installations by the end of 2011.”

### **About the American Booksellers Association**

Founded in 1900, the American Booksellers Association is a not-for-profit trade organization devoted to meeting the needs of its core members—independently owned bookstores with storefront locations—through education, information dissemination, business products and services, and advocacy. ABA exists to protect and promote the interests of independent retail book businesses, as well as to protect the First Amendment rights of every American. The association actively supports free speech, literacy, and programs that support local and independent retail shops. A board of nine booksellers, representing thousands of members, governs the Association. ABA is headquartered in Tarrytown, New York.

### **About On Demand Books, LLC**

On Demand Books was cofounded in 2003 by Jason Epstein, former Editorial Director of Random House; Dane Neller, former CEO of Dean & DeLuca; and Thor Sigvaldason, former technology consultant at PricewaterhouseCoopers. Espresso Book Machines have been placed in bookstores, libraries, universities, and other locations in the USA, Canada, the UK, the Middle East, Asia, Australia, and the Caribbean. In September 2010, On Demand Books and Xerox announced a partnership whereby Xerox will market, sell or lease, and service the Espresso Book Machine worldwide. Made in the USA, Espresso Book Machines are environmentally friendly green machines. For more information go to [www.ondemandbooks.com](http://www.ondemandbooks.com).

### **Media Contacts:**

Meg Smith, the American Booksellers Association, 914-373-6641, [meg@bookweb.org](mailto:meg@bookweb.org)  
Erin Hardy, On Demand Books, 212-966-2222, [erin@ondemandbooks.com](mailto:erin@ondemandbooks.com)

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