



On Demand Books, LLC.

FOR IMMEDIATE RELEASE

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**BAKER PUBLISHING GROUP JOINS
THE ESPRESSO BOOK MACHINE® NETWORK**

November 8, 2011 (GRAND RAPIDS, MI and NEW YORK, NY) – Baker Publishing Group and On Demand Books, the company behind the Espresso Book Machine® (EBM), have entered into an agreement to sell Baker’s list of paperback titles on the EBM “digital-to-print at retail” sales channel.

Baker is the first major Christian publisher to make available substantially their entire paperback list to the EBM network. This agreement will enable Baker to reach more readers both in the existing Christian market and in broader trade and academic bookstores that are equipped with an Espresso Book Machine.

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 converts a digital file into a quality paperback, in any language, with a full-color cover, in minutes. This environmentally friendly technology eliminates shipping, returns, and the pulping of unwanted books.

“We believe the Espresso Book Machine in a local bookstore offers the book-reading customer the best overall access to printed books at the time they are in a store and ready to purchase a title,” says David Lewis, Executive Vice President, Sales and Marketing for Baker Publishing Group. “If the publishing community will support this technology by allowing all of their titles that fit the machine's specifications to be printed locally, it will give the local bookstore a better opportunity to survive. This is the only way a bookstore can have hundreds of thousands of books to sell without the cost of holding all of that inventory. It allows a local bookseller to compete on selection with the on-line retailers.”

Baker Publishing Group / On Demand Books

“We are delighted to announce the latest publisher to join our ever-growing Espresso Book Machine network,” says Dane Neller, CEO of On Demand Books. “Baker Publishing Group is one of the great Christian publishers, with a high-quality list of fiction and non-fiction titles that will appeal to our existing trade and academic bookstores. The inclusion of their titles also supports our expansion of EBMs in the CBA retail market. We hope Baker is the first of many religious publishers to see the great potential of the Espresso channel.”

About Baker Publishing Group

Baker Publishing Group publishes high-quality writings that represent historic Christianity and serve the diverse interests and concerns of evangelical readers. Founded in 1939, today Baker Publishing Group is composed of six divisions, each reflecting a unique segment of Christian publishing. These divisions are Bethany House Publishers, Revell, Baker Books, Baker Academic, Chosen Books, and Brazos Press. Baker Publishing Group is also the exclusive publisher of *GOD'S WORD*® Translation (GW). Based in Grand Rapids, Michigan, Baker Publishing Group is one of the world's largest publishers of Christian books. For more information, please visit www.bakerpublishinggroup.com.

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.

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