

**FOR IMMEDIATE RELEASE**

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

Eric Grimm  
CBA, The Association for Christian Retail  
[media@cbaonline.org](mailto:media@cbaonline.org)  
(719) 272-3533

**CBA REACHES AGREEMENT TO HELP MARKET ESPRESSO BOOK MACHINE®  
AS A NEW SOURCE OF REVENUE FOR CHRISTIAN RETAILERS AND  
PUBLISHERS**

**Technology to be exhibited at Atlanta International Christian Retail Show July 10 – 13**

**June 27, 2011 (NEW YORK, NY, and COLORADO SPRINGS, CO)** – CBA, the Association for Christian Retail, and On Demand Books, the company behind the Espresso Book Machine® (EBM), have entered into a joint marketing agreement to help market the EBM to CBA members and encourage Christian publishers to make their books available throughout the network of EBMs. This combination should drive additional sales and revenues to CBA retailers and publishers. An Espresso Book Machine will be showcased at the International Christian Retail Show in Atlanta, July 10–13.

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.

“We are delighted to partner with CBA and to showcase our technology at the International Christian Retail Show this July in Atlanta,” says Dane Neller, CEO of On Demand Books. “Christian retailers and publishers enjoy a close kinship of mutual support. Together, they will use the EBM network to sell more books and reach more readers. In addition, the EBM is ideal for self-publishing—of pastoral works, memoirs, testimonies, sermons, study compilations, author works, and more. We believe our EBM technology will foster strengthened communities around bookstores and churches.”

Curtis Risky, CBA executive director, says, “I am very excited to have this technology highlighted in the Innovation Area in the Town Center at ICRS for our retailers to experience

## **CBA/On Demand Books/Page 2**

first hand. In-store print-on-demand gives retailers additional opportunities to serve church pastors and leaders, local authors, and readers with a technology that brings customers to the store. Stores will always be important as a local center for community, connection, and innovative services.”

### **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).

### **About CBA**

CBA is the trade association for Christian stores and the vendors that supply them, including publishers and producers of Bibles, books, music, apparel, video, and other Christian resources and materials.

### **Media Contacts:**

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

Eric Grimm, CBA, (719) 27203533, [media@cbaonline.org](mailto:media@cbaonline.org)

Espresso Book Machine® and EspressNet® are trademarks of On Demand Books, LLC in the United States and/or other countries.

###