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**FOR IMMEDIATE RELEASE**

**HARPERCOLLINS PUBLISHERS ANNOUNCES**  
**“COMPREHENSIVE BACKLIST” PROMOTION FOR PHYSICAL**  
**BOOKSTORES USING THE ESPRESSO BOOK MACHINE**

*First Major Publisher to Offer In-Store Production and Promotion*

New York, NY, (September 22, 2011) – In a first from a major trade publisher, HarperCollins Publishers today announced “Comprehensive Backlist.” This program will allow all physical bookstores, from the largest to the smallest, to promote and sell the HarperCollins backlist through in-store “Digital-to-Print at Retail” (DPR) using the Espresso Book Machine® (EBM). The program will enable bookstores to offer thousands of trade paperback books from the HarperCollins catalog through a mix of traditionally printed books and DPR, as space and cash flow restrictions will no longer be a factor. DPR editions will be sold on an agency model. It is expected that the independent bookstores that already have the Espresso Book Machine in place will join the program.

At launch, HarperCollins will work with On Demand Books, LLC, the maker of the Espresso Book Machine, to enable instant distribution of books that are not currently stocked in stores. With the push of a button, books can be printed, bound, and trimmed to a bookstore-quality, perfect-bound paperback book, with a full-color cover, in minutes.

“Even as digital book sales grow, bookstores continue to be an important place for customers to shop for physical books. The goal of this initiative is to give the local bookseller the capability to provide customers with a greater selection of HarperCollins titles in a physical environment,” said Brian Murray, President and Chief Executive Officer of HarperCollins Publishers. “For authors this is a win; titles will be more broadly available, which increases sales with full print royalties. Depending on the size of the store, 25%-80% of our backlist titles are not stocked due to physical space limitations. DPR technology means the books will be there for the consumer at small and large bookshops.”

“We are delighted to add HarperCollins to the Espresso Book Machine network,” says Dane Neller, Chief Executive Officer of On Demand Books. “By committing thousands of titles to the program, HarperCollins is showing its clear support for bookstores and

authors, and reaching more readers. Digital-to-Print at Retail is a powerful new sales channel for publishers. It eliminates lost sales due to out-of-stock inventory and provides a new marketing platform in partnership with bricks and mortar booksellers.”

“The ability to have available any book that our customers could possibly ask for is key to our vision of how to thrive in this challenging environment,” said Jeffrey Mayersohn, Owner of Harvard Bookstore. “The HarperCollins partnership with On Demand Books brings us much closer to realizing that vision. This is great news for independent bookstores everywhere.”

“With HarperCollins making their titles available for the Espresso Book Machine, the original vision and full potential of the machine will begin to be realized. Thousands more titles will be directly available to my customers, and we will capture many, many sales which are currently lost,” said Chris Morrow, Owner of Northshire Bookstore. “I hope other publishers see the potential of this sales channel and get on board. This can be a key element in the development of the bookstore of the future.”

HarperCollins trade paperback books, including adult and children’s titles, will be available on Espresso Book Machines starting in November. Titles from Zondervan and HarperCollins Canada will be available early next year. Booksellers who are interested in exploring HarperCollins “Comprehensive Backlist” offer should contact their HarperCollins sales representative to determine the optimal level of core print books that stores should carry, relevant incentives, and merchandise opportunities. The program will be available to any bricks-and-mortar book retailers. Book retailers can work directly with On Demand Books, or the vendor of their choosing, to install the machine in stores.

### **RETAILER REACTIONS:**

#### **Chris Morrow, Owner, Northshire Bookstore, Manchester Center, VT**

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#### **Jeffrey Mayersohn, Owner, Harvard Bookstore, Cambridge, MA**

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#### **Robert Sindelar, Managing Partner, Third Place Books, Lake Forest Park, WA**

“HarperCollins is taking a smart and much needed step in forging a new business relationship with independent bookstores. The combination of a strong presence of on the shelf stock, as well as deep backlist available via in store print on demand, will allow sales of the their books through the indie bookstore channel to remain robust and continue to grow. I hope other publishers will follow their lead.”

**Chuck Robinson, Owner, Village Books, Bellingham, WA**

“We’re extremely excited that HarperCollins has taken the lead in making such a large part of their backlist available to be printed on the Espresso Book Machine. This will allow us to have nearly every Harper title available very quickly for our customers—those we have on our shelves, and those that are temporarily out of stock. We can only hope that other publishers will be as forward-thinking in their approach to the new realities of publishing and bookselling.”

**Sarah McNally, Owner, McNally Jackson Books, New York, NY**

“Harper’s deal with On Demand Books is further evidence that they are the most forward thinking publisher in supporting bricks and mortar bookstores. We expect this new sales channel to increase HarperCollins sales by 20%, while making us appreciably better booksellers.”

**Roger Reynolds, Director, BYU Bookstore, Provo, UT**

“The BYU Bookstore is excited to be partnering with HarperCollins on a new print on demand initiative allowing us to print titles for customers on our in-store Express Book Machine. Books will be printed, bound and cut in 5 to 7 minutes on the machine, as needed. We will now be offering the widest range of HarperCollins titles to customers including both offset printed books found on our shelves as well as a hugely expanded selection made available through print on demand. We are excited about this new partnering opportunity! And, we believe our customers will benefit the most by our providing them this exciting new distribute and print technology.”

**Mark Mouser, Manager, General Books, University Book Store, Inc., Seattle, WA**

“Bravo to HarperCollins for taking the lead on partnering with On Demand Books and for providing such direct support to independent bookstores. This is the kind of initiative from publishers that will help us compete and survive. The fact that we no longer will have to ask a customer to wait for a HarperCollins title is a huge step forward in maintaining and increasing sales. We need all publishers, large and small, to look at this model and work to make their content available for in-store pod.”

For more information about the Espresso Book Machine visit [www.ondemandbooks.com](http://www.ondemandbooks.com). Retailers interested in installing the technology can contact On Demand Books at 212-966-2222 or by email at [sales@ondemandbooks.com](mailto:sales@ondemandbooks.com).

**About HarperCollins Publishers**

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