



Ingram Content Group Inc.

News Release

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On Demand Books, LLC.

Open Road Integrated Media collaborates with Ingram Content Group for distribution of 36-author E-riginal novel *Hotel Angeline*

Espresso Book Machine® in-store distribution to launch at special Seattle events

NASHVILLE, TN – **Ingram Content Group Inc.**, and **Open Road Integrated Media**, a digital publisher and multimedia content company, today announced that Open Road's print-on-demand titles, including *Hotel Angeline* (ISBN 978-1453218785), an E-riginal novel created during a week-long marathon of writing on stage, will be made available through Ingram's Espresso Book Machine channel and Lightning Source's extensive network.

"The comprehensive distribution solutions that Ingram Content Group offers Open Road give us proven and meaningful tools to help expand the market reach and sales opportunity of our print-on-demand titles," said **Rachel Chou**, Chief Marketing Officer, Open Road. "As the industry continues to adapt to the changing nature of consumer demand, Ingram's print-on-demand solutions through Lightning Source, and their in-store distribution through Espresso allow us to reach more readers and give us a competitive edge in the market."

The Espresso Book Machine channel available through Ingram gives publishers the option to make available the books they have stored in the Lightning Source digital library, and have those titles printed and distributed at point of sale, on-demand, in minutes. Seattle bookstores **University Bookstore** and **Third Place Books**, both with Espresso Book Machines, will be holding special events this week to promote the title. *Hotel Angeline* will be available at all Espresso locations globally. Lightning Source, Ingram's print-on-demand unit, will continue to fulfill printed copies of the book.

"Being able to print *Hotel Angeline* from our Espresso Book Machine named 'Ginger' allows **Third Place Books** immediate access to the book as we sell each copy—we can choose how many to have on the shelves and on display as we need to; we don't have to worry about cumbersome returns, or any delays in re-ordering," said **Vladimir Verano**, Lead Designer/Publisher, Third Place Books. "We love that our method of production is extremely environmentally friendly—no shipping or storage in warehouses, and every part of the unused portion of the book's manufacture is being recycled."

Mr. Verano continued, "Working with Open Road, Ingram, and OnDemand Books allows both the bookstore and the publisher to prove by example that a new model of publishing and printing are possible."

"With the enormous changes the industry is experiencing, publishers like Open Road are realizing the advantages of both print and digital title distribution to reach more readers and grow their businesses," said **David "Skip" Prichard**, President & CEO, Ingram Content Group Inc. "By offering complementary and integrated services that cover physical and digital distribution, inventory management and a full range of printing services, publishers can now expand reach and take advantage of greater connectivity in the market. We look forward to our ongoing work with Open Road and the development of a deeper relationship with them."

In October 2010, thirty-six writers in the Pacific Northwest came together for a week-long marathon of writing live on stage at the event, *The Novel: Live!*, created by Seattle7Writers. *Hotel Angeline*, is the resulting E-riginal novel from the event.

ABOUT OPEN ROAD INTEGRATED MEDIA

Open Road Integrated Media is a digital publisher and multimedia content company. Open Road creates connections between authors and their audiences by marketing its ebooks through a new proprietary online platform which uses premium video content and social media. Open Road has published ebooks from legendary authors including William Styron, Pat Conroy, Jack Higgins, and Virginia Hamilton and has launched new e-stars like Mary Glickman. As part of Open Road's commitment to bring books to all screens, several book-to-film adaptations, including William Styron's *Lie Down in Darkness* and Mary Glickman's *Home in the Morning*, are in development. For More information visit www.openroadmedia.com

ABOUT ONDEMAND 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 visit www.ondemandbooks.com

ABOUT INGRAM

Ingram Content Group Inc. provides a broad range of physical and digital services to the book industry. Ingram's operating units are Ingram Book Company, Lightning Source Inc., Ingram Digital, Vital Source Technologies, Inc., Ingram Periodicals Inc., Ingram International Inc., Ingram Library Services Inc., Spring Arbor Distributors Inc., Ingram Publisher Services Inc., Tennessee

Book Company LLC, and Coutts Information Services. For more information, visit www.ingramcontent.com

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