



On Demand Books

For immediate release

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THE PERSEUS BOOK GROUP JOINS THE ESPRESSO BOOK MACHINE® NETWORK

November 18, 2011 (NEW YORK, NY) – Perseus Books Group and On Demand Books, the company behind the Espresso Book Machine® (EBM), have entered into an agreement to enable a wide array of Perseus’ titles to be available from EBM’s “digital-to-print at retail” sales channel. In addition, Perseus’s 250 distribution clients will be able to take full advantage of the quickly growing EBM network. The digital files will be made available through a connection between Perseus, Lightning Source/Ingram Content Group, and On Demand Books.

The EBM is the only digital-to-print at-retail solution on the market. Within minutes, the EBM produces a bookstore quality paperback with color cover, in any standard trim size, at point of sale. The content is fed to the machine via EspressoNet, On Demand Books’ growing digital network of over seven million titles.

Much like an iTunes for books, EspressoNet retrieves, encrypts, transmits, and catalogues books from a multitude of English and foreign language content providers (including public domain, in copyright, and self-published titles). Through the SelfEspresso software, writers can format, design, edit, and upload their book for printing into a physical book and for inclusion on the EBM catalog; SelfEspresso will soon also be able to convert the print file to the ePub format suitable for e-readers.

The EBM provides a new sales channel for publishers and vastly increases the availability of titles for physical bookstores, significantly reducing loss of sales due to books being out-of-stock. Also, the EBM technology offers libraries and bricks-and-mortar retailers the opportunity to become community self-publishing centers, providing a new distribution platform for self-published authors.

Perseus / On Demand Books

Finally, EBM improves overall efficiency and environmental sustainability by eliminating shipping and the return and pulping of unwanted books.

“We are delighted that Perseus titles will be available on the Espresso Book Machine network,” says Dane Neller, CEO of On Demand Books. “Perseus, along with an increasing number of publishers, sees digital-to-print at retail as a potentially powerful new sales channel. It eliminates lost sales due to titles being out-of-stock and provides a new marketing platform as part of their partnership with brick-and-mortar booksellers.”

About On Demand Books

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 efficient, reducing production, shipping, and waste. For more information, go to www.ondemandbooks.com.

About Perseus Books Group

The Perseus Books Group is an independent company committed to enabling independent book publishers to reach their potential, whether those publishers are Perseus-owned, joint ventures or owned by third parties. Perseus publishing imprints include Avalon Travel, Basic Books, Basic Civitas, Da Capo Press, Da Capo Lifelong Books, PublicAffairs, Running Press, Seal Press, Vanguard Press and Westview Press, as well as partnerships with Newsweek/Daily Beast, The Nation Institute, and The Weinstein Company. Through Consortium, Perseus Distribution, and Publishers Group West, as well as through its Constellation digital service offering, the Perseus Books Group is the leading provider of sales, marketing, distribution, and digital services, serving over 300 independent publishers. For more information, visit our websites at www.perseusbooks.com, <http://www.constellationdigital.com/>.

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