

On Demand Books

For immediate release

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

ON DEMAND BOOKS HIRES DIRECTOR OF CONTENT DEVELOPMENT

November 28, 2011 (NEW YORK, NY) – On Demand Books, the company behind the Espresso Book Machine® (EBM), has hired Karina Mikhli to fill the newly created position of Director of Content Development. She will focus on the permissioning of publisher content to the EBM network and publisher relations, as well as the development of new workflows and efficiencies to accommodate On Demand Books rapid growth.

Ms. Mikhli has over 15 years of experience in the publishing industry, as well as a Master's in Publishing from New York University. Her most recent positions include Vice President of Publishing Operations at Assouline Publishing; Production Manager for Medicine, Trade, Academic, and Law at Oxford University Press; and Executive Director of Production at the Princeton Review.

“We are very pleased that Karina will be joining On Demand Books,” says Dane Neller, CEO of On Demand Books. “She brings with her a broad knowledge of the publishing landscape and extensive hands-on experience with developing efficient workflows that will allow On Demand to address the needs of our growing publisher relationships and the expanding digital network of publisher content.”

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

On Demand Books

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

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.

-XXX-

Media Contacts:

Erin Hardy, On Demand Books, 212-966-2222, erin@ondemandbooks.com.

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