

On Demand Books, LLC.



SHAMBHALA PUBLICATIONS
Celebrating 40 years of independent publishing

FOR IMMEDIATE RELEASE

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**ON DEMAND BOOKS AND SHAMBHALA PUBLICATIONS SIGN
AGREEMENT TO DISTRIBUTE TITLES VIA ESPRESSO BOOK MACHINE®**

New York, NY, October 5, 2010...On Demand Books, LLC, the company behind the Espresso Book Machine® (EBM), and Shambhala Publications Inc., a leading independent book publisher, have entered into an agreement to distribute substantially all of Shambhala’s catalog of titles through the Espresso Book Machine sales channel. The agreement includes both front and back list titles.

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.

“On Demand Books eliminates the issue of out-of-stock or limited selection of our titles in the growing number of outlets hosting the Espresso Book Machine. As a sales channel, it’s also an environmentally friendly solution to the inherent supply-chain inefficiencies of the current model. We are delighted to announce this new distribution agreement and hope that other publishers will adopt the Espresso sales channel as a new way to sell both front and back list titles,” said Peter Turner, President & Publisher of Shambhala.

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“We are pleased to add Shambhala Publications to our growing network of content. Signing a direct deal with such a prestigious independent publisher is another milestone for On Demand Books and complements our existing partnerships with Xerox, Lightning Source, Google Books, the Internet Archive, Author Solutions, and others,” said Dane Neller, CEO of 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, the UK, Egypt, Canada, Asia, and Australia. 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.

For the last forty years, Shambhala Publications has been a leading publisher of books on Eastern thought, psychology, self-help, crafts, and parenting. Founded in 1969 by Samuel Bercholz, Shambhala is a privately owned company whose titles are distributed by Random House. For more information go to www.shambhala.com.

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