

On Demand Books, LLC.



FOR IMMEDIATE RELEASE

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ON DEMAND BOOKS AND SHAREDBOOK SIGN AGREEMENT TO FACILITATE CONTENT TO THE ESPRESSO BOOK MACHINE® NETWORK

New York, NY, May 18, 2011...On Demand Books (ODB), the company behind the Espresso Book Machine® (EBM), and SharedBook, the parent company of AcademicPub.com and Everything2Print.com, have entered into an agreement to distribute AcademicPub and Everything2Print content at point of sale via the EBM sales channel.

Essentially an ATM for books, the patented EBM and its EspressNet® 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.

Just launched, AcademicPub allows higher education faculty members to create real-time, copyright-cleared custom course materials at a reasonable price for students. It combines authoritative materials from 26 of the world's leading academic publishers with up-to-the-minute web content, as well as the instructor's own writings. Everything2Print leverages SharedBook's Reverse Publishing capability, which allows consumers to select web and other content, regardless of format, that can be assembled in 15 seconds into a more permanent form.

"We are very pleased to offer SharedBook content on our worldwide network of machines," says Dane Neller, CEO of On Demand Books. "AcademicPub is a natural fit with our technology—highly customized content created in university settings and made to order for faculty and students. It is yet another tool to improve the learning experience of students. Likewise, the radical customization enabled by Everything2Print is ideal for

Shared Book/On Demand Books

our technology. Consumers can now print their books onsite at EBM locations, improving their experience while supporting bricks-and-mortar retailers.”

“In distribution to date, On Demand Books’ Espresso Book Machines have been extremely well-received on college campuses, and in college towns, where learning and reading are integral to the life of the community,” says Caroline Vanderlip, CEO of SharedBook. “Combining EBM’s just-in-time printing capability with our flexible and real-time content creation platform is an excellent match. We are very pleased that AcademicPub and Everything2Print will play an integral role in EBM’s ongoing rollout.”

About On Demand 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 go to www.ondemandbooks.com.

About SharedBook

SharedBook’s technology platform assembles, composes, prices and delivers custom books for educators, consumers, online publishers and enterprises. AcademicPub, built especially for educators, allows for immediate creation and inclusion of copyright-cleared, custom course materials from anywhere, such as web articles, self-generated lectures or with material from the AcademicPub Content Library. Digital or print distribution generates a fast and easy way for educators to provide an engaging educational experience, with lower prices and up-to-the-minute materials for students. Headquartered in New York since 2004, SharedBook Inc. is privately held and can be found at www.sharedbook.com.

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