

## ON DEMAND BOOKS

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### **On Demand Books Signs Strategic Agreement with Lightning Source Inc. to share expertise and create a future collaborative digital platform for books**

**NEW YORK, NY, April 2, 2008**--On Demand Books LLC, proprietor of the Espresso Book Machine™, today announced a strategic alliance with Lightning Source Inc., the global leader in on-demand book manufacturing and distribution solutions to the book publishing industry.

The agreement will allow Lightning Source and On Demand Books to collaborate on digital strategies for the book industry. The agreement will also provide the companies the mechanism to grow the library of books available on the Espresso Book Machine™ platform in the future.

Lightning Source will have access to the pioneering, patented technology developed by On Demand Books for its Espresso Book Machine™. On Demand Books will have use of Lightning Source digital conversion facilities and the right to print Lightning Source's vast library of titles with publisher approval. Details of the program are still in development.

The alliance provides a single site where content will be securely aggregated and accessed for printing on demand. Once the partnership develops, retailers and libraries will be able to rely upon Lightning Source as a single source vendor with uniform pricing and billing whether the book is printed centrally from a Lightning Source state-of-the-art POD facility, or printed at point of sale from the retailer/library's own Espresso Book Machine™.

On Demand Books Cofounder and Chairman Jason Epstein says "This is a large step toward the inevitable digital future."

"This agreement allows both companies the opportunity to collaborate and explore new frontiers on next generation point of sale print-on-demand book distribution," said Dane Neller, cofounder and CEO of On Demand Books. "We look forward to tapping into the best-in-class print and distribution practices Lightning Source employs, and to further capitalize upon digital technology and the enormous benefits it offers to the industry."

"The ultimate goal for the publishing industry is to create a supply chain that gets the right books out at the right time in the right quantity," said **J. Kirby Best**, President and CEO of Lightning Source Inc. "Our vision is to apply the principles that have worked in other industries and apply them to book publishing. Staying ahead of technology, and collaborating with On Demand

Books is a win for the entire book trade. We very much look forward to working with the On Demand Books team”

**About On Demand Books, LLC:**

On Demand Books (New York), founded in 2004 by Chairman Jason Epstein and CEO Dane Neller, is the proprietor of the Espresso Book Machine™ (the “EBM”), designed for worldwide retail locations and libraries as an “ATM for books.” The EBM prints, binds, and trims a perfect bound library-quality paperback book from a digital file in a matter of minutes, indistinguishable from the factory-made version. It was named a *Time Magazine* Best Invention of 2007 in a recent cover story and also has attracted the attention of *The New York Times*, *Newsweek*, *Fortune*, CNN, and NPR. Currently producing books in several locations from Alexandria, Egypt to Edmonton, Alberta, Canada, a newer and smaller version of the Espresso Book Machine, version 2.0, is planned for a fourth quarter 2008 release.

**Jason Epstein**, Cofounder and Chairman of On Demand Books, has received many honors for innovation in publishing including the Curtis Benjamin Award of the American Association of Publishers for inventing new kinds of publishing, the Lifetime Achievement Award of the National Book Critics Circle for creative publishing, and the National Book Award for distinguished contribution to American Letters. He was the editorial director of Random House for thirty years. He was also co-founder of the *New York Review of Books* and founder of The Library of America and The Readers Catalog, the precursor to on-line bookselling.

**Dane Neller**, Cofounder and CEO of On Demand Books, served as President and CEO of Dean & Deluca from 1997-2005.

**About Lightning Source:**

Lightning Source Inc. is an Ingram Content company. Together with Ingram Book Group and Ingram Digital, the Ingram Content companies provide a broad range of physical and digital services to the book industry. Lightning Source offers a comprehensive suite of demand-driven printing solutions for publishers. Lightning Source stores books and other information electronically and delivers them "on demand" in printed format in response to orders from booksellers, librarians, and publishers. Lightning Source has printed over 50,000,000 books for over 5,000 publishers around the world. For more information, visit our website at [www.lightningsource.com](http://www.lightningsource.com)

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