



On Demand Books, LLC.

FOR IMMEDIATE RELEASE

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O'REILLY MEDIA JOINS THE ESPRESSO BOOK MACHINE® NETWORK

October 10, 2011 (SEBASTOPOL, CA and NEW YORK, NY) – O'Reilly Media and On Demand Books, the company behind the Espresso Book Machine® (EBM), have entered into an agreement to enable a substantial portion of O'Reilly's paperback titles to be available from EBM's "digital-to-print at retail" sales channel. The files will be made available through a connection between O'Reilly Media, Ingram Content Group, and On Demand Books.

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 converts a digital file into a quality paperback, 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.

"As the publishing landscape continues its rapid evolution we feel it's important to ensure that O'Reilly content is available via every storefront," says Joe Wikert, general manager and publisher of O'Reilly Media. "The Espresso Book Machine network is an important component of that objective. We are excited to offer much of the O'Reilly list in this unique and innovative manner."

"We are delighted to offer O'Reilly titles on the Espresso Book Machine network," says Dane Neller, CEO of On Demand Books. "It is fitting that one of the world's most innovative publishers is endorsing our new digital-to-print at retail sales channel. O'Reilly's focus on cutting-edge technologies combines well with our expanding presence in trade bookstores and academic settings. We expect this connection to be a great success for the publisher, our installations, and most important, the readers."

O'Reilly Media / On Demand Books

“Our mission is making the right content available, in the right format, to the right audience at the right time. We believe it’s key to success in publishing today,” said David “Skip” Prichard, President and CEO, Ingram Content Group Inc. “Ingram Content Group is pleased that our in-store distribution relationship with OnDemand Books will allow more O’Reilly content to reach more readers. We believe relationships like this will forge the new physical and digital supply chain now and in the future.”

About O’Reilly Media

O’Reilly Media spreads the knowledge of innovators through its books, online services, magazines, and conferences. Since 1978, O’Reilly Media has been a chronicler and catalyst of cutting-edge development, homing in on the technology trends that really matter and spurring their adoption by amplifying “faint signals” from the alpha geeks who are creating the future. An active participant in the technology community, the company has a long history of advocacy, meme-making, and evangelism.

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.

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