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NEWS RELEASE

May 15, 2012
FOR IMMEDIATE RELEASE

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Bookmasters Inc. Joins The Espresso Book Machine® Network

ASHLAND, OH – May 15, 2012 – Bookmasters, Inc. and On Demand Books, the company behind the Espresso Book Machine® (EBM), have entered into an agreement to enable a wide array of Bookmasters' distribution clients' titles to be available through EBM's fast growing "digital-to-print at retail" sales channel.

According to Larry Bennett, Bookmasters' President of Distribution Services, "this agreement will allow our 50,000+ POD titles to take full advantage of the EBM network, a perfect enhancement to our Global POD Network strategy". Adds Dane Neller, CEO and founder of ODB, "Bookmasters' rich base of English and Spanish language titles from multiple countries is a welcome addition to our growing and diversified collection of high quality front and backlist titles."

Bookmasters, based in Ashland, Ohio, is the largest integrated provider of editorial and design, eBook conversion, printing, printed book and eBook distribution, and marketing services for publishers and authors. The organization has remained a publishing industry leader for more than 40 years.

On Demand Books, based out of New York, NY, 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.