

For immediate release

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NACS MEDIA SOLUTIONS AND ON DEMAND BOOKS FORM PARTNERSHIP

NMS will market the Espresso Book Machine® to the collegiate marketplace and permission academic content.

March 9, 2010 (NEW YORK, NY, and OBERLIN, OH) – NACS Media Solutions (NMS), a subsidiary of the National Association of College Stores (NACS) and On Demand Books LLC (ODB), the maker of the Espresso Book Machine® (EBM), have entered into a joint agreement whereby NMS will market the EBM to the collegiate marketplace and permission academic content for distribution throughout the worldwide network of EBMs.

Essentially an “ATM for books,” the EBM prints, binds, and trims a single-copy paperback book in a few minutes. These books have full-color covers and are virtually indistinguishable from publishers’ editions. The EBM uses an environmentally friendly technology since it eliminates the pulping of unwanted books, shipping, and supply-chain inefficiencies.

Through its association with NACS, NMS serves nearly 3,100 college stores and retail enterprises that support the academic mission of higher education. NMS is the collegiate retail industry’s leading resource for R&D outreach, technology review, trend analysis, strategy assessment, and knowledge sharing correlated to content technologies and the digital evolution of course materials.

“Our EBM, ExpressNet, and SelfEspress technology allows students and professors to produce customized textbooks and anthologies, course packs, dissertations, trade books, rare works, public-domain titles—anything that can be printed and bound with a paperback cover,” says Dane Neller, CEO and cofounder of ODB. “We are excited to work with NMS to provide a self-publishing and customization solution for the entire university community.”

“ODB’s technology is uniquely suited to be part of the foundation of technology and content solutions that are an integral part of the NMS mission,” says Ed Schlichenmayer, NMS President and COO. “We see ODB as a strategic partner that can help us further enable collegiate retailers to be effective and value-adding channels for digital content, products, and services.”

The EBM is powered by ExpressNet, a proprietary and copyrighted software system that connects EBMs to over 3.3 million permissioned titles. Using industry-standard encryption methods, ExpressNet assures the security of publishers’ titles, tracks all jobs, and provides for payments to

publishers. Content owners retain full ownership and control of their digital files. SelfEspress is a self-publishing toolset that allows bookstores with an EBM to offer writers a menu of services covering all aspects of the publishing supply chain, including in-store book production and distribution. EBMs are installed or scheduled for installation in 35 locations around the world. Additional installations are expected to accelerate throughout 2010.

About NACS Media Solutions

NACS Media Solutions LLC is a wholly-owned subsidiary of the National Association of College Stores and is headquartered in Oberlin, OH. Founded in 2008, NACS Media Solutions and its network of partners develops and supports technology and content solutions that enable collegiate retailers to become an effective and vibrant channel for the delivery of digitally-enhanced products and services, helping to support faculty choice and redefining the learning experiences of college students. For more information go to: www.nacsmediasolutions.com.

About On Demand Books, LLC

On Demand Books was cofounded in 2003 by Jason Epstein, former Editorial Director of Random House, and Dane Neller, former CEO of Dean & DeLuca. The first beta machine was installed at the World Bank InfoShop in Washington, D.C. where it printed thousands of World Bank publications. The Espresso Book Machine was named to *Time Magazine's* "Best Inventions of 2007" list. Made in the USA, Espresso Book Machines are environmentally friendly green machines. For more information go to www.ondemandbooks.com.

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