



THE PERSEUS BOOKS GROUP

FOR IMMEDIATE RELEASE

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PERSEUS OPENS CONSTELLATION, CREATING PATH TO APPLE'S iBOOKSTORE FOR ALL INDEPENDENT PUBLISHERS

New York, NY [4/8/2010] — David Steinberger, President and CEO of The Perseus Books Group announced today that Perseus has been named an approved aggregator for Apple's new iBookstore. Through Constellation, Perseus will submit eBooks to the iBookstore for availability on Apple's iPad.

Perseus will also now offer its Constellation services to independent publishers outside of the Perseus Books Group and its current JV partners and clients.

"While we initially created Constellation to enable our in-house and client publishers to participate in various digital services, we have increasingly been receiving inquiries from other independent publishers looking to take part in Constellation," said David Steinberger, President and CEO of The Perseus Books Group. "We are happy to announce that we have now opened it up to any and all independent publishers. Adding eBook distribution on Apple's iBookstore to Constellation's growing list of services is a wonderful enhancement."

"We are excited to be one of the early publishers signing on with iBookstore," said Charlie Winton, CEO and Publisher of Counterpoint Press. "Perseus's Constellation service has been a welcome tool for us and adding the ability to offer eBooks on Apple's iPad is a wonderful addition."

Constellation is the only complete digital service for independent publishers offering digital asset management, digital marketing tools, digital printing, eBook sales and distribution, and online sampling. Its flexible participation format allows publishers to tailor-make their digital strategies.

About the Perseus Books Group

The Perseus Books Group is an independent company committed to enabling independent publishers to reach their potential whether those publishers are Perseus-owned, joint ventures or owned by third parties. Member publishing programs include Avalon Travel, Basic Books, Basic Civitas, Da Capo Press, Da Capo Lifelong Books, Running Press, Seal Press, Vanguard Press and Westview Press, as well as partnerships with The Daily Beast, The Nation Institute, PublicAffairs and The Weinstein Company. Through Consortium, Perseus Distribution and Publishers Group West, The Perseus Books Group is the leading provider of sales, marketing, distribution, and digital services to independent publishers. For more information, visit our websites at www.perseusbooks.com, www.perseusdigital.com/constellation.