



## THE PERSEUS BOOKS GROUP

FOR IMMEDIATE RELEASE

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### **THE PERSEUS BOOKS GROUP ANNOUNCES NEW DIGITAL PRINTING PARTNERSHIP WITH EDWARDS BROTHERS**

#### **Digital Printing Services to be Available to Both In-House and Client Publishers**

New York, NY [1/28/2008] — The Perseus Books Group announced today a partnership with leading printer/manufacturer Edwards Brothers to provide digital printing for independent publishers, whether those publishers are Perseus-owned, joint venture partners or client publishers. The service will be made available to all Consortium, PGW and Perseus Distribution clients that choose to participate.

“This is the first of a range of digital services that we are making available to our independent publisher clients after years of in-house experience. In the highly competitive, fast-changing, long tail business of publishing, we believe independent publishers’ needs in the digital arena will only grow” said David Steinberger, President and CEO of Perseus. “Our goal is to give independent publishers all the tools and support they need to succeed.”

Under the partnership, Perseus and Edwards Brothers will set up and operate a new digital print center in the Perseus Books Group’s distribution complex in Jackson Tennessee. This will enable independent publishers to print very short runs on-site, increasing availability of mid-list and backlist titles while simultaneously reducing the publisher’s investment in warehouse inventory.

“We were an early adopter of digital print technologies and have more than eight years experience in integrating digital print into our own publishing programs. The most exciting component of this partnership is that we will now be able extend these digital print capabilities to our clients in a highly efficient and cost effective manner” said Joe Mangan, Perseus’ Chief Operating Officer.

“The Perseus Books Group has always been on the leading edge when it comes to innovation. This new partnership is a natural next step for both parties,” said John Edwards, President and CEO of Edwards Brothers.

“We have a long-standing relationship with Edwards Brothers as a trusted print partner and look forward to extending that relationship through this new endeavor,” said Melissa Serdinsky, Vice President of Perseus’ Production Manufacturing. “Edwards Brothers is an acknowledged leader in short-run printing.”

The new digital print facility will be up and running by fall 2008. In the meantime, Edwards Brothers will use their offsite facility to help Perseus and Perseus’ clients ramp up titles in the program.

### **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 PublicAffairs and with Nation Books. Through Consortium, Perseus Distribution and Publishers Group West, the Perseus Books Group is also the leading provider of sales, marketing and distribution services to independent publishers. For more information, visit our website at [www.perseusbooks.com](http://www.perseusbooks.com).

### **About Edwards Brothers**

Established in 1893, Edwards Brothers, Inc. is Michigan’s largest privately owned book and journal manufacturing firm specializing in short, medium, and ultra-short runs for publishers, authors, scholarly societies, industrial firms, universities, and others. The fourth-generation family business has eight sales offices and employs more than 700 people in three facilities: the Ann Arbor, Michigan headquarters and two production plants in Lillington, North Carolina. The company also operates onsite and remote digital printing operations for a variety of publishers in both the United States and the United Kingdom. Sales in 2007 were \$80 million. For more information visit our website at [www.edwardsbrothers.com](http://www.edwardsbrothers.com).