Publishing Technology China launches

at the Beijing International Book Fair

Company to offer full-service digital publishing solutions for Chinese content.

London and Beijing, 31st August 2011 – **Publishing Technology plc** (LSE: PTO), the largest provider of software and services to the publishing industry, has announced its expansion into the prospering Chinese market by delivering local online hosting platforms and domestic sales representation.

Based in Beijing and managed by digital publishing expert Helen Sun, Publishing Technology China will directly target Chinese publishers, offering a complete publishing solution through *ingentaconnect*, the largest single platform for research publishers. Ms. Sun will combine her vast industry experience and knowledge of the Chinese market with an existing network of experienced sales representatives located around the country. The innovative technology together with native expertise will increase visibility of Chinese content, create new revenue streams, and facilitate sales to researchers and librarians globally.

The joint venture is the latest extension of Publishing Technology's operations as demand for digital publishing solutions increases across the globe. Home to over 15,500 electronic publications and over 250 partners, the *ingentaconnect* interface will be offered in both Mandarin and Cantonese along with a subset of high-profile content to several thousand libraries across the country, creating a new user base for international publishers in addition to encouraging Chinese publishers to move online.

As part of the launch, the company's **Publishers Communication Group** (PCG) division will also leverage the established national sales network to roll out its sales and marketing services. Initially, PCG will represent the **American Association for Cancer Research** in mainland China, as well as **BioOne** in China, Taiwan and Hong Kong.

George Lossius, CEO of Publishing Technology, commented: *"The Chinese publishing industry is fast-paced and flourishing, currently growing at an astonishing rate of 19% a year. With over 8,000 academic journals and a booming scientific research community, second only to that of the US, China represents a major opportunity for us – and it is also relatively untapped in terms of digital resources for publishers and end users. Helen is a*

tremendously talented digital publishing expert with a proven track record in the Chinese market. This, coupled with Publishing Technology's innovation and market-leading product, will make it a winning partnership."

Helen Sun, CEO of Publishing Technology China said: *"It is a great honour to work with such a trusted and established company as Publishing Technology, and even more exciting to become a part of it. The joint venture with Publishing Technology will provide not only world-leading technologies with proven marketing and customer service support to Chinese publishers, but it will also offer a great distribution platform in China to all publishers across the Atlantic. Our partnership combines leading digital technologies with digital content providers that already have a wide network within the publishing industry and library community in China and we look forward to welcoming more publishers to our rapidly increasing client base."*

-ENDS-

Notes to Editors:

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Publishing Technology plc:

The Publishing Technology group enables publishers to focus on their core competences by providing a single, trusted partner for both technology requirements and business development services. It is one of the largest providers of software and services for the publishing industry, servicing eight out of ten of the world's largest publishers. Publishing Technology's products and services include *advance*, *ingentaconnect*, *VISTA, author2reader, pub2web,* ICS and PCG.

The group's proposition uniquely spans front and back office systems – complemented by a range of business development services – to provide the industry's only end-to-end suite of software specifically designed to support the publishing process. Capabilities cover editorial & production, product information, billing & fulfilment, content conversion & hosting, website development, marketing programs, information commerce, customer relationship management, rights & royalties and business intelligence. All application modules can be configured independently to meet specific publishers' needs and to allow flexible integration with existing systems. The company is listed on the AIM market of the London Stock Exchange and has offices in the UK, US, Brazil, India, China and Australia.

Publishers Communication Group, Inc, a division of Publishing Technology, is a full-service marketing and sales consulting firm that was established in 1990 as a resource for scholarly publishers to more effectively work with the global library market. PCG offers sales representation, international multi-lingual telemarketing services, qualitative and quantitative marketing research, customer services operations, and strategic consulting.