

30 August 2013

Publishing Technology plc

Re. Beijing International Book Fair ("BIBF")

Publishing Technology plc (AIM: PTO.L) ("Publishing Technology" or the "Company" or the "Group"), the AIM quoted, leading provider of content systems, audience development and content delivery software and services to international publishers, information providers and academic institutions, is pleased to announce a number of recent developments in China at the BIBF being held this week.

George Lossius, the CEO of Publishing Technology, has been nominated and been accepted onto the China Book Industry Advisory Board which provides guidance and advice on the export of Chinese content to international markets. The group comprises authoritative experts and senior figures from the global publishing industry. George was nominated in recognition of his work in bridging the gap between the Chinese and Western publishing industries.

At the BIBF, Publishing Technology and CNPIEC, unveiled the first major release from its Chinese joint venture, the CNP eReading platform at an event attended by six state departments and two hundred guests. At launch, the site carries over 200,000 individual book titles from more than 300 international publishers of academic content.

Publishing Technology has also signed a partnership agreement with China Law Press to build an integrated sales, marketing and distribution system for print and digital content on an *advance* platform. This would be the first *advance* installation in China. No financial information has been disclosed.

George Lossius, CEO, commented: "We are delighted that our Chinese joint venture is beginning to bear fruit, not just in terms of major strategic alliances, but also more importantly in respect of revenues and a pipeline of future business. The exciting moves announced at BIBF provide us with confidence that the growth experienced in the first half of this year will be sustained going forward."

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