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Publishing Technology plc

New contract wins

Publishing Technology plc (AIM: PTO.L) ("Publishing Technology", the "Group", or the "Company"), 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 two new contract wins for **advance** with a combined value over three years of approximately £3.0 million.

Editions Lefebvre-Sarrut (ELS), one of the largest publishing groups in France, has signed an agreement for deployment from September 2014 across three of ELS' subsidiary companies: Editions Francis Lefebvre, Editions Legislatives and Editions Dalloz.

The new system, which will have a French interface, will allow ELS, which produces material across print, ebook and video formats, to package, market, deliver and sell all of its content from a single application, replacing the complex and disparate legacy sales and billing solutions currently in place.

Macmillan Distribution Ltd (MDL) in the UK, has signed an agreement with the Company to create a new subscription system on the **advance** platform which it will use to expand into the journals fulfilment market. The new system will offer publishers a number of subscription based models for digital and physical content and will provide readers with a seamless user experience at the point of purchase.

The advance platform has robust sales, marketing and ecommerce capabilities which will enable MDL's clients to respond swiftly to market demands by customising products and experimenting with new business models using comprehensive data analysis and reporting tools.

Michael Cairns, CEO of Publishing Technology, said "I am delighted to add ELS and MDL to the advance platform, further strengthening our new business division and increasing the number of customers on or implementing advance to twelve. These wins demonstrate the flexibility and strength of the advance system."

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