

Egmont Kids Media chooses Publishing Technology's *advance* platform to strengthen contracts and rights management

London, 15 April 2013 - Leading global children's publisher, Egmont Kids Media has chosen Publishing Technology and its *advance* platform to implement a global contracts and rights system.

The *advance* platform will provide the book, magazine and digital publisher with a single, centralised and streamlined database containing all of its contract and rights information in a single resource.

Egmont will be able to track the status of its contracts at every stage of the process, and manage rights, sub rights, fragments and permissions more effectively across the company.

Henrik Højsholt Nielsen, CFO Egmont Kids Media, commented: *"Contracts form a fundamental part of our publishing activity, so it is important for us to have a system in place that keeps the process as simple and effective as possible for our employees and stakeholders. The advance platform will strengthen our existing systems and help us to manage contracts and opportunities across multiple products, content types and internal departments as well as to use a harmonised system in our different Kids Media territories. We are looking forward to working with Publishing Technology on this important new system."*

George Lossius, CEO at Publishing Technology, stated: *"When it comes to contracts, many publishers, especially larger companies with multiple international sites, operate localised systems. The advance solution offers one centralised resource for contracts that ensures consistent information that can be accessed with ease across the enterprise. We are delighted to have been chosen by Egmont to implement the system and are excited to help the company better leverage its assets."*

The new *advance* contracts and rights system will first go live in Kids Media's UK and Denmark offices.

To find out how Publishing Technology can help move your content forward,
visit our stand (V655, EC2) at London Book Fair, 15-17 April.

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Notes to Editors:

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Publishing Technology plc:

Publishing Technology is the world-leading provider of content solutions that transform business. We cover the publishing process from end to end with content systems, audience development and content delivery software and services. Combining our unmatched publishing knowledge, global operations and perpetual support model with our *advance* operations system, *ingentaconnect* scholarly portal, *pub2web* custom hosting platform and PCG (Publishers Communication Group) sales and marketing consultancy, we offer the industry's only full spectrum of solutions to help publishers move their content forward. Listed on the AIM market of the London Stock Exchange, the company operates jointly from Europe (Oxford) and North America (Boston and New Jersey), with local offices in Brazil, India, China and Australia. Assisting 400 trade and scholarly publishers for over thirty years, Publishing Technology solves the fundamental issues content providers face.

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Egmont Kids Media

Egmont Kids Media is one of the leading global children's publishers with a focus on reading, playing and learning. The division creates and sells magazines, books, digital offers, games and merchandise to children and young people, operating in more than 30 countries worldwide. Egmont Kids Media is a division of the Egmont Group, Scandinavia's leading media group, which was founded in 1878 and is owned by the Egmont Foundation, a charitable trust dedicated to supporting children and young people. www.egmont.com