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RNS Reach

Ingenta plc
("Ingenta" or the "Company")

Yewno Appoints Publishers Communication Group to Drive Sales

Ingenta plc (AIM: ING), a leading provider of world-class software and services to the global publishing industry, announces that Publishers Communication Group (PCG), Ingenta's international sales and marketing consultancy for the publishing market, has been appointed by Yewno as its exclusive sales agent covering the United States, Canada and Europe to sell Yewno Discover and Yewno Unearth.

Yewno Discover allows researchers and learners to easily and intuitively explore a visual set of connections across a comprehensive research landscape, even in unfamiliar interdisciplinary fields. Using the same next-generation technology, Yewno Unearth provides publishers with equally sophisticated concept mapping, allowing publishers to quickly and easily see a hierarchy of their own content at the chapter and title level, across a portfolio of multiple products.

This latest agreement follows other recent successes for PCG in working with innovative technology partners within the publishing industry, such as Arm Education Media and RedLink.

Ingenta Chief Executive Officer David Montgomery commented:

"We are pleased that Yewno has partnered with PCG to drive their cutting-edge technology forward. As Yewno's exclusive sales agent in North America, tasked with selling to both academic libraries and scholarly publishers, we believe PCG through its contacts and experience is best placed to support Yewno. We look forward to great success for both PCG and Yewno through this partnership."

Yewno Chief Strategy and Business Development Officer Ruth Pickering commented:

"We now have customers in six countries and demand continues to grow, so we are delighted to be working with PCG to support our sales in North America, Canada and Europe. Their existing relationships and sales experience make them an obvious partner."

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