



Pressmart forges alliance with American magazine distribution major, Curtis

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This alliance will provide Pressmart an opportunity to introduce Pressmart's advanced e-publishing solution to top 1200 magazines in North America which include top names such as Elle, Newsweek and Forbes.

PR9.NET April 01, 2008 - Hyderabad, India - India's premier digital delivery service provider for publishers, Pressmart Media (www.pressmart.net) has forged alliance with the \$1.5 billion American Magazine distribution major Curtis Circulation Co. This alliance opens a big e-publishing business opportunity for Pressmart and will add significant strength in its US magazine digital publishing market expansion initiatives with access to Curtis Network of 1200 Magazines which include top names like Elle, Forbes and Newsweek plus other leading titles in the region.

Under the agreement, Pressmart and Curtis together will introduce iMags service and target new e-publishing business opportunities in America that combine Pressmart industry-leading e-publishing solutions with Curtis distribution infrastructure and vast magazine portfolio. This alliance presents a major push for Pressmart's growth momentum in the Global ePublishing Market. In the domestic market, Pressmart has achieved a substantial share of the ePublishing market share with close to 70% of the newspapers that have an eEdition being served by Pressmart.

Robert A. Castardi, President of Curtis Circulation Co. said, "iMags is significant and very exciting service for Curtis. We are confident that Pressmart's technology will create an entirely new and innovative sales, marketing and distribution channel for our publishing clients. The development and launch of iMags confirms our position as the leader in forward-thinking sales building programs, which reinforce our commitment to each Curtis client publisher."

Commenting on Pressmart's strategic alliance with Curtis and the growing list of global clients, CEO of Pressmart Media, Sanjeev Gupta, said, "We are in a unique position to deliver our digital publishing solutions to the US market with Curtis. By blending Curtis powerful distribution capabilities with Pressmart's new media delivery solution publishers can reach new international audiences with striking digital editions and add new revenue streams." Further Curtis serves a large network of magazine publishers in US, so we expect to add many of their publishing clients to our list of global clients."

"We surveyed the digital edition arena and Pressmart stood out among the field as the industry leader, having developed the widest choice in distribution platforms among its competitors," Castardi said. "With the added benefits from Pressmart's e-Publishing solutions, we have gone one more step forward in creating exciting new ways of meeting the needs of our publishers both locally and globally."

Through this new global relationship, Pressmart will also gain access to Lagardere, the parent company of Curtis. As world's No. 1 national press distributor, Lagardère Services holds a leading position in the United States, French-speaking Switzerland, Spain, Hungary and Belgium and has operations in other countries such as Poland and Romania. Lagardère Services is the only specialised group with an international network supplying more than 50,000 press outlets in 12 European countries.

In addition to the new growth in Asia and Europe, Pressmart is experiencing key successes and significant growth in existing sales operations in the US and Middle East Markets. The expertise and growing popularity of Pressmart e-Publishing solution among publishers will help Pressmart become a significant force in these important markets.

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About Pressmart

Pressmart (www.pressmart.net) is a New Media Delivery Partner of leading newspapers and magazines published in over 15 languages across 30 countries. Pressmart takes over where the pre-press ends and delivers the electronic edition on multiple distribution channels including web (as a print-replica ePaper edition), Mobile, RSS, Podcasts, Blogs, Social Networking Sites, Article Directories, Search Engines, etc. Pressmart also offers digitization of legacy archives from multiple physical formats into re-usable and monetizable digital formats. Pressmart has digitized over 400 years' worth of newspapers, magazines and journals. Pressmart is a subsidiary of Bodhtree Consulting LTD with offices in Hyderabad, India and the USA.

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