



---

***"You've got the whole world in your hands..."***

---

## PRESS RELEASE

FOR IMMEDIATE RELEASE: Wednesday, May 28, 2008

### Global Reader Secures Licensing Deal with Macmillan US and UK

**TORONTO---** MPS Mobile's **Global Reader**, a worldwide mobile content distribution service, today announced a major content licensing deal with Macmillan's US and UK publishing operations. The new partnership will soon bring thousands of book titles onto the Global Reader service.

Global Reader will immediately gain access to books from Macmillan's leading US imprints including Farrar, Strauss & Giroux, Henry Holt, St. Martin's Press, Tor, Picador, Macmillan Audio, and Quick and Dirty Tips. "We are very eager to support innovative, exciting initiatives such as Global Reader," said Fritz Foy SVP Strategic Technology for Macmillan US. "In all, we are going to post over 3,000 titles on Global Reader's mobile content service."

The deal also extends to Macmillan Ltd. who will submit titles from all its UK trade imprints from Pan through Picador, Macmillan Children's Books and Boxtree. "I am delighted that Macmillan Ltd. has been able to participate in this deal. While the mobile content market is a nascent one here right now, it is growing rapidly elsewhere and it is an area in which we are keen to experiment in and learn from." says Sara Lloyd Head of Digital Publishing Pan Macmillan UK.

"We are pleased to see such strong lists coming onto the Global Reader service," says Director of Sales Bob Kasher. "We hope to see other major publishers joining Macmillan, O'Reilly, E-reads, and our many other content partners in days to come. We want to present as much of the world's print, audio and video product as possible to mobile consumers in the US and around the world."

The announced deal also covers audio book content from Macmillan Audio, taking advantage of the newly enhanced WAP-site's capability to handle print, audio and video products. "A consumer can now access both audio and print versions of the same book on their mobile device if it's capable of playing audio," says Jim Link Manager of Technology at MPS Mobile.

Books will be priced the same as they are in other digital formats. Consumers will have the added option of purchasing individual chapters for .99 each. "The ability to buy individual chapters allows consumers a low cost method of dipping into a book to see if they want to buy it, or to supplement a purchase they've already made of the print or e-book by accessing a specific chapter on their mobile device for their convenience," says Kasher. "Our platform has the flexibility to give publishers these additional options for making their content available to the public."

The deal also demonstrates Global Reader's ability to extend mobile distribution worldwide by handling rights from a variety of international publishing divisions. Global Reader has the capability to tailor distribution based on rights availability or other considerations, turning markets

[wap.global-reader.com](http://wap.global-reader.com) / [www.macmillansolutions.com](http://www.macmillansolutions.com)



1466 NW Naito Parkway, Suite 200, Portland, Oregon 97209 USA  
Tel: 503-221-9911 | Fax: 503-221-0956 | Email: [info.mpsna@macmillansolutions.com](mailto:info.mpsna@macmillansolutions.com)

on and off as needed. "We can deliver books to all markets, or only to the markets publishers have rights for," said Kasher.

### **About MPS Mobile and Global Reader**

Global Reader is available on over 75 Mobile Carriers worldwide in over 160 countries supporting material in a variety of languages. You can receive it on any Internet enabled mobile device including the iPhone, Blackberry, Nokia, Samsung, Motorola and Sony Ericksson Smart phones as well as over 800 other devices worldwide. Find it now by going to [wap.global-reader.com](http://wap.global-reader.com) on your mobile device.

MPS Mobile is a wholly owned subsidiary of Macmillan Publishing Solutions (MPS). MPS has been in the business of providing a variety of publishing services to international publishing and media companies for over 30 years and has earned a strong reputation as a leader in the industry. MPS Mobile is our Global Platform; a software solution enabling content providers to reach mobile phone audiences **anywhere** and **everywhere** in the world.

### **FOR MORE INFORMATION CONTACT: We are at BEA Booth 2361**

North America  
Robert Kasher  
+1 971 227 5825

[r.kasher@macmillansolutions.com](mailto:r.kasher@macmillansolutions.com)

Europe  
David Robertson  
+44 (0) 207 843 4861

[d.robertson@macmillan.co.uk](mailto:d.robertson@macmillan.co.uk)

India  
Gautam Mukherjee  
+91 9899 258 843

[g.mukherjee@macmillansolutions.com](mailto:g.mukherjee@macmillansolutions.com)

[wap.global-reader.com](http://wap.global-reader.com) / [www.macmillansolutions.com](http://www.macmillansolutions.com)

MPS North America, A Macmillan Company. Head Office: 5th Floor, HMG Ambassador, 137 Residency Road, Bangalore - 560025, INDIA

PUBLISHING SOLUTIONS