



**Contact: Susan Ruzsala, NetGalley**  
[susan.ruzsala@netgalley.com](mailto:susan.ruzsala@netgalley.com)

### **BookNet Partners with NetGalley, Introduces Integration to CataList**

Newburyport, MA (July 26, 2012)---BookNet Canada is pleased to launch a new benefit program in partnership with NetGalley, the innovative and easy-to-use online service and connection point for book publishers and professional readers. The partnership includes a NetGalley member benefit discount for CataList subscribers who also subscribe to NetGalley, as well as integration between the NetGalley and CataList applications. CataList is an online catalogue tool used for buying, selling and pitching titles within the Canadian market.

Random House of Canada, ECW Press, Kids Can Press and Annick Press are already making use of the links between the sites. There is no charge for publishers to activate the connection.

"We are pleased that booksellers, librarians, media and bloggers will now have even more ready access to our titles in NetGalley through this new connection with Catalist", said Tracey Turriff, SVP, Director, Marketing and Corporate Communications, Random House of Canada Limited.

If a title is available for request from NetGalley, a link will appear in the CataList Title Detail page, and CataList users will be able to click to request the title on NetGalley. Publishers who subscribe to CataList and NetGalley will also receive a monthly discount on the NetGalley service.

"It's natural for CataList and NetGalley to be connected," commented Susan Ruzsala, NetGalley's President. "This integration benefits our publishers as well as the Canadian retailers, wholesalers, librarians and media who are using the CataList tool to discover and order new titles."

"BookNet is excited to partner with NetGalley on integrating two great services for the Canadian market. Offering digital galleys from within digital catalogues just seemed like a great fit," says Noah Genner, BookNet Canada's CEO. "BookNet is always looking for innovative ways our users can leverage new digital tools to improve their business processes."

Professional readers can use both NetGalley and CataList at no cost. Once approved by the publisher, NetGalley members can view secure digital galleys on all major reading devices. There are over 70,000 professional readers (reviewers, booksellers, librarians, media and educators) currently registered on NetGalley.

###

#### **About BookNet Canada**

BookNet Canada ([www.booknetcanada.ca](http://www.booknetcanada.ca)) is the not-for-profit agency created by the Canadian book industry and the Department of Canadian Heritage to facilitate improvements in the book industry supply chain. It provides services and develops standards and certification in areas including electronic

commerce via EDI (Electronic Document Interchange), bibliographic data, and analysis of point-of-sales and other supply chain data.

**About Firebrand Technologies**

Firebrand Technologies ([www.firebrandtech.com](http://www.firebrandtech.com)) provides steadfast leadership and seamless information flow throughout the publishing process. Firebrand's Title Management Enterprise Software tracks titles from pre-acquisition through post-production, marketing and sales; our Eloquence Metadata Services are the fastest, most accurate and cost-effective way to implement ONIX. With Content Services, publishers manage, store, convert and distribute final book content for discovery and sales. NetGalley delivers digital galleys to professional readers; our Ecommerce Solutions help deliver direct-to-consumer sales and landing pages.