



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

### **NetGalley announces Partnership with The Perseus Books Group**

Newburyport, MA (February 25, 2013)--NetGalley, a service to promote and publicize forthcoming titles to professional readers of influence, has announced a partnership with the Perseus Books Group. The program, which kicks off immediately, will allow Perseus and all of their distributed publishers (clients of Perseus Distribution, Publishers Group West and Consortium), to take advantage of NetGalley's digital galley services at a preferential rate, and streamlines the onboarding process for new publishers. NetGalley has similar agreements with organizations such as the Evangelical Christian Publishers Association (ECPA), the Association of American University Presses (AAUP), the Independent Book Publishers Association (IBPA) and the Independent Publishers Guild (IPG) in the UK.

Clay Farr, Vice President of Marketing for The Perseus Books Group, commented, "We're delighted to recommend the NetGalley service to the 350+ independent publishers that we serve, and to offer them a cost-effective way to sign up. The Perseus in-house publishers have been using NetGalley for over a year, incorporating digital galleys creatively in our campaigns and connecting with NetGalley's growing community of readers and influencers. This is a natural complement to our Constellation digital service which already includes more than 30,000 digital titles."

Susan Ruzala, NetGalley's President, added, "Working centrally with partners such as Perseus makes it easy for more publishers to start benefitting from NetGalley immediately. Over 200 publishers already use NetGalley to share secure digital galleys with our community of professional readers, and we're looking forward to welcoming many more in 2013."

The NetGalley site re-launched in October 2012, with a top-to-bottom redesign, a new algorithm for publishers to better connect with members, improved reading options for Kindle, and a new Knowledge Base to support users. Over 200 publishers worldwide and over 100,000 professional readers are accessing digital galleys via NetGalley.

Reviewers, bloggers, media, librarians, booksellers and educators can register for free, and request digital galleys from the catalog, or be invited to view a title by a publisher using the NetGalley widget. Once approved by the publisher, NetGalley members can view titles on all major reading devices.

###

### **About Firebrand Technologies**

NetGalley is part of Firebrand Technologies ([www.firebrandtech.com](http://www.firebrandtech.com)), which provides leading software and services to help publishers achieve success. Title Management Enterprise Software tracks titles from pre-acquisition through post-production, marketing and sales; 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 eBook content for discovery and sales. Firebrand eBook

design and conversion services leverage the talents of industry leader eBook Architects, now a Firebrand company. Ecommerce Solutions provide a suite of cutting-edge industry applications to help publishers reach readers directly, through enhanced website development and a branded reader app for a platform-neutral, integrated reading experience. NetGalley delivers secure, digital galleys to professional readers to help promote and market new books.

### **About the Perseus Books Group**

**The Perseus Books Group** is an independent company committed to enabling independent book publishers to reach their potential, whether those publishers are Perseus-owned, joint ventures or owned by third parties. Perseus publishing imprints include Avalon Travel, Basic Books, Basic Civitas, Da Capo Press, Da Capo Lifelong Books, PublicAffairs, Running Press, Seal Press, and Westview Press, as well as partnerships with The Newsweek/Daily Beast Company, The Nation Institute, and The Weinstein Company. Through Consortium, Perseus Distribution, and Publishers Group West, as well as through its Constellation digital service offering which also supports Argo Navis Author Services and Faber Factory Powered by Constellation, the Perseus Books Group is the leading provider of sales, marketing, distribution, and digital services, serving over 400 independent publishers. For more information, visit our websites at [www.perseusbooks.com](http://www.perseusbooks.com), <http://www.constellationdigital.com/>.