



For Immediate Release

Contact:

Steve Rutberg, Sales and Marketing Director, Firebrand Technologies
steve.rutberg@firebrandtech.com

Courier Corporation Selects Firebrand Technologies for Digital Content Distribution Services

September 25, 2013, Newburyport, MA - Firebrand Technologies today announced that they have been selected to provide Courier Corporation, a leading book manufacturer and publisher, with digital content management and distribution services through their Content Services platform. Courier's publishing brands including Dover Publications, Research & Education Association (REA), and Creative Homeowner will all utilize the Content Services platform to distribute digital content to the marketplace. In addition, Dover has selected Firebrand's Direct2Reader platform to fulfill and manage ebook purchases for their consumer-facing website.

The agreement adds to the existing Title Management Enterprise and Eloquence Metadata Distribution installations already in place at Courier. "Firebrand's Title Management and Eloquence solutions are already essential to our business, and market demands for rich metadata and flexible digital content are higher and more complex than ever before," said Carol Meaney, Courier Publishing eBook Manager. "Having the ability to centralize, optimize and distribute our digital assets and metadata from one flexible and integrated platform will help satisfy those demands and reach more consumers and trade partners. Implementing Content Service with Firebrand Technologies was the next logical step in driving our process improvements and revenue growth."

Doug Lessing, Firebrand's President, commented, "This project enables Courier to keep their print and digital product creation and distribution in step. Courier is a long-standing Firebrand customer, and we're excited that they will be capitalizing on the Content Services and Direct2Reader platforms." Digital distribution through Firebrand's Content Services platform has quadrupled in the last nine months.

To learn more about Firebrand Technologies, please visit: www.firebrandtech.com, or email info@firebrandtech.com.

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About Firebrand Technologies – Firebrand Technologies (www.firebrandtech.com) is dedicated to providing leading software and services to help publishers achieve success. Firebrand provides steadfast leadership and seamless information flow throughout the publishing process. [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 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](#) provides a suite of cutting edge industry applications to help publishers reach directly to readers, through enhanced website development, a Mobile First user interface, and a branded reader app for a platform-neutral, integrated reading experience. [NetGalley](#) delivers digital galleys to professional readers.