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**Firebrand Technologies Acquires eBook Architects, will offer eBook Conversion and Design Services**

FOR IMMEDIATE RELEASE

**February 5, 2013, Newburyport, MA**—Firebrand Technologies, a leading publishing industry technology services company, announced today that they have acquired eBook Architects, the premier eBook design company handling complex content and enhanced eBooks, founded by Joshua Tallent. The acquisition fits into Firebrand’s mission to establish itself at the nexus where “publishers, content and readers meet” through a true end-to-end service. Firebrand will retain the eBook Architects brand, and the company’s staff will continue operating from existing offices in Austin, TX.

Distinguished as an authoritative leader in the industry, eBook Architects works with authors and publishers of all sizes, designing well-formatted, high-quality eBooks for Kindle, iPad, Nook, and other devices. eBook Architects has a diverse list of [clients and partners](#), including publishers, agents, print book designers, distributors, and independent authors. eBook Architects specializes in creating enhanced eBooks and [fixed layout](#) files for all of the major eBook channels.

As a senior member of the Firebrand team, founder Joshua Tallent will continue in his leadership role at eBook Architects. He is an acknowledged expert for Kindle and ePub formats, and author of *Kindle Formatting: The Complete Guide*. Joshua is an active speaker and teacher on topics related to eBook design, conducting numerous online and in-person seminars for groups like Digital Book World, Tools of Change, Book Expo America, BISG, and the Association of Canadian Publishers. eBook Architects is a member of the IDPF and the IBPA.

“Joshua Tallent and the eBook Architects team are the perfect complement to Firebrand,” said Fran Toolan, CEO of Firebrand Technologies. “Working as partners over the last few years, we’ve seen that quality and customer service are the first priorities for Joshua and his team, as they are for ours. Bringing design expertise in-house allows us to fully serve our current and future customers, and furthers our mission of providing services at the intersection of publishers, content and readers.”

“Our mission at eBook Architects remains the same,” said Joshua Tallent, President of eBook Architects. “We provide the best design services in the industry for customers seeking to offer the highest quality eBooks and reading experience to readers. Joining the Firebrand Technologies family will greatly enhance our ability to reach more publishers. I am thrilled to add our services to the comprehensive offerings currently available from Firebrand.”

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**About Firebrand Technologies** – Founded in 1987, Firebrand Technologies ([www.firebrandtech.com](http://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. This service can also be leveraged to render 'view inside' widgets through Content View, Powered by Book2Look. [Ecommerce Solutions](#) help deliver direct-to-consumer eBook sales and a vibrant web presence, and [NetGalley](#) delivers digital galleys to professional readers.

[Contact Firebrand](#) for more information.