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### **NetGalley re-launches, adds new features for publishers and readers**

Newburyport, MA (October 10, 2012)---NetGalley, a service to promote and publicize forthcoming titles to professional readers of influence, has unveiled a major re-launch of its site. The re-launch includes 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 nearly 80,000+ reviewers, bloggers, media, librarians, booksellers, and educators are accessing secure digital galleys via NetGalley.

Susan Ruzala, NetGalley's President, commented, "With the support of publishers and professional readers, what started out as a simple concept---*can we produce galleys digitally?*---has evolved into an industry standard for the promotion and marketing of new titles. It is our privilege to help publishers ignite the word-of-mouth phenomenon that is the magic of selling books."

Reviewers, bloggers, media, librarians, booksellers and educators can register for free at NetGalley, 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 secure digital galleys on all major reading devices. As part of the re-launch, NetGalley has introduced a new "matching" tool for publishers who receive requests for their titles, including a measure of reader influence and activity.

NetGalley's Director of Technology Aaron Miller—who has also built other innovative publishing tools such as ReadSocial—added, "Although today's launch represents significant research, effort and investment in new features, it is truly only a starting point. There is a long list of requested new features and enhancements we've collected from our publishers and readers, and we are excited to dig in and continue building the site."

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### **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.