

iUniverse Offers Authors eBook Publishing Option

Titles Can Now Be Produced Digitally as eBooks in Addition to Hard Copy Using Print-on-Demand

CAMPBELL, CA - January 7, 2002 - iUniverse, the leading digital publishing infrastructure provider, announced the availability of on-demand eBook production to its authors today. iUniverse's 8,500 individual authors, as well as all new authors, now have the option to produce their self-published titles in eBook form as well as hard copy using print-on-demand. The announcement makes the company the largest Print-on-Demand publisher of eBooks and marks the company's commitment to leveraging the Internet and its unique publishing technology to offer authors the opportunity to get published in whatever format they choose.

"Our goal is to offer everyone from an aspiring best-selling author to a mother wanting to detail her family history a path to get published that otherwise may not exist," said Lynn Zingraf, General Manager of iUniverse Author Services. "iUniverse authors currently take advantage of the benefits of print-on-demand technology. With our new eBook option, our authors can now extend their reach to an additional audience and take advantage of the emerging eBook marketplace."

How It Works

iUniverse makes the publishing process simple. Authors submit their manuscripts online and choose the eBook and/or Hard Copy option to publish. Once published, eBooks are then made available for purchase in iUniverse's online bookstore and other select outlets.

iUniverse has already printed and sold over 750,000 books, making the company the leader in self-published print-on-demand books, and anticipates eBook availability to complement this momentum. The company's success has been fueled by its unique technology, which eliminates the traditional barriers to publishing, giving everyone equal opportunity to share their stories and publish as many or as few books as they desire. iUniverse's advances in print-on-demand technology make this possible. Each book is printed or produced digitally "on demand" as sales are generated, reducing the inventory costs typically associated with publishing. Once the book is published, iUniverse offers the most comprehensive distribution available through tens of thousands of bookstores and online retailers. The technology also gives authors control over their work - from submission to cover design.

About iUniverse

iUniverse puts the power of publishing into the hands of companies and individuals, allowing them to publish and distribute professional quality books and documents - on demand, in print or electronic format. As a digital publishing infrastructure provider, the company offers a unique Publishing Commerce Platform to empower individuals, companies and publishers to maximize the value of their content through seamless assembly, production and delivery. It's changing the rules of publishing. A record 750,000 books have already been printed and sold by iUniverse's over 8,500 strong author base. The company has a wide range of customer and partner relationships with industry leaders including Adobe, Barnes & Noble, Hungry Minds (formerly IDG Books) and the Author's Guild. iUniverse maintains operations in Campbell, California; Lincoln, Nebraska; New York, New York; and Shanghai, China. The company is headquartered in Campbell, Calif. For more company news and information, visit www.iuniverse.com.