

# Press Kit - Press Release

## **iUniverse and Corporate University Xchange Debut Digital On-Demand Publishing Solutions at Training 2002**

CAMPBELL, CA - February 18, 2002 - iUniverse, the leading provider of digital on-demand publishing technology, announced today the debut of its Web-enabled solutions for the training market that will allow companies to streamline operations and produce and deliver training materials at a fraction of current costs. The online marketplace solution provides a resource center where employees and customers can order print or electronic content and have it produced and delivered on demand. At the Training 2002 conference in Atlanta, Georgia, iUniverse and Corporate University Xchange (CUX) are jointly featuring a marketplace where customers can buy print and electronic versions of CUX research publications.

"The CUX marketplace provides a good example of how training companies can leverage iUniverse's technology to expand distribution and provide customers with the flexibility to choose the format that works best for them," says Jeanne Meister, CUX President and author of 'Building a Learning Organization: 7 Steps to Involve your CEO.' "Because each research report is printed on-demand there is no inventory and no hassles. Our research has found that up to 10% of the yearly training budget is spent on printing and inventory of course materials. In this time of increased emphasis on proving the investment in training, the iUniverse on-demand solutions are well-positioned to deliver results to training managers and Chief Learning Officers."

"Our goal is to give the training market the solutions they need to produce and deliver content to their audience any way and anywhere. We provide online marketplaces and resource centers that help companies serve their constituents while saving money by eliminating inventory" says Douglas Bennett, President and COO of iUniverse.

### **About iUniverse**

iUniverse is a digital on-demand publishing company that helps businesses publish and distribute professional quality books and documents - on demand, in print or electronic formats. The company offers a unique platform that allows businesses to maximize the value of their content through seamless assembly, production and delivery. The company has printed nearly one million books and documents on demand and has a wide range of customer and partner relationships with industry leaders including Adobe, Barnes & Noble, and John Wiley (Hungry Minds), and Kluwer Academic Publishers. 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 <http://corppub.iuniverse.com>

### **About Corporate University Xchange**

Corporate University Xchange (CUX) is the premier education research and consulting firm assisting organizations in the design and implementation of a corporate university. CUX offers an array of services, which include consulting, research, conferences and customized training for chief learning officers and their staff. CUX publishes the newsletter Corporate Universities International and the CUX WebLetter. Corporate University Xchange is an independent business unit of iUniverse led by Jeanne Meister.

