

## **iUniverse Further Expands Management Team**

*Leading Provider of Digital Content Technology and Services Attracts  
Former InterTrust, Macmillan USA and USWeb/CKS Executives*

CAMPBELL, Calif. - May 17, 2001 - iUniverse, the leading provider of digital content technology and services, announced today the appointment of Lynn Zingraf as General Manager, Mass Market; Richard Landsman as Senior Vice President of Engineering; and Chris Taylor as Vice President of Marketing. In addition, Joseph Lindstrom, who most recently served as Director of Business Development for iUniverse, was promoted to General Manager, Infrastructure Services. With the recent investment of \$21 million from Warburg Pincus, the acquisition of Corporate University Exchange and the appointment of Doug Bennett as iUniverse president and COO, iUniverse continues to attract top talent and gain significant strides.

"As iUniverse continues to expand its offerings to further meet the needs of independent authors, publishers and corporations, I am gratified with our continued success in attracting quality senior-level management into the company," said Richard Tam, iUniverse founder and CEO. "As we enter our next phase of growth, the deep experience of our expanded management team will prove invaluable."

### **About Zingraf**

As General Manager of Mass Market for iUniverse, Zingraf brings an 18-year publishing and marketing background in the technology marketplace covering books, software, Internet applications and services. As General Manager, Zingraf is responsible for managing the company's independent author services - making the concept of self-publishing a pervasive reality for anyone aspiring to become the next best-selling novelist or simply looking to publish their family memoirs.

Most recently, Zingraf served as Vice President of Product and Content for EoExchange, a provider of customized Internet search technologies, overseeing all content development efforts for the company. Prior, Zingraf served as Vice President and Publisher for Macmillan USA, the world's largest publisher of computer and technology books and a division of Pearson PLC. Over the course of his career at Macmillan, Zingraf was publisher of multiple business units and served in various marketing roles. Previously, Zingraf held various marketing and product management positions with The Whitewater Group and SPSS, Inc.

Zingraf holds a Master's Degree in Social Psychology and a Bachelor's Degree in Sociology from Northern Illinois University.

### **About Landsman**

As Senior Vice President of Engineering for iUniverse, Landsman will oversee all aspects of the company's worldwide product engineering efforts. Most recently, Landsman served as Senior Vice President of Partner Solutions and Senior Vice President of Product Development for InterTrust Technologies. In these roles, Landsman built a cross-functional technology development group, which successfully developed InterTrust's Digital Rights Management product offering. Previously, Landsman held senior management and development positions with Borland International, where he was responsible for the Java tools group, and Lotus Development, where he was responsible for products such as Lotus Signal, Lotus Agenda and LotusScript.

Landsman holds a Master's Degree in Computer Science from Boston University and a Bachelor's Degree in Management and Finance from the University of Massachusetts. He has been published in several industry publications and holds several technology patents.

**About Taylor**

As Vice President of Marketing for iUniverse, Taylor brings more than 20 years of experience in shaping, launching and managing brands - from Novell products to the global USWeb/CKS brand. At iUniverse, Taylor will set the marketing agenda for the company's three business segments. He will be responsible for driving the expanded positioning of the company, evolving its brand identity, as well as rolling out a new series of advertising initiatives and public relations activities.

Prior to joining iUniverse, Taylor served as Vice President of Marketing for ePhysician where he was responsible for all marketing activities including public relations, marketing communications and product marketing. Taylor also served as interim Chief Marketing Officer for Invesmart where he was responsible for identity, positioning, public relations, advertising, web, partner marketing and overall marketing strategy. Previously, Taylor served as Senior Vice President of Worldwide Marketing for USWeb/CKS, the most recognized Internet Professional Services company in the space at the time. During his four-year tenure, Taylor was responsible for all worldwide marketing efforts ranging from print and online advertising to radio broadcast and direct marketing. He also led joint marketing efforts - during the company's most aggressive phase of growth - with partners such as Microsoft, IBM and Intel. Taylor has also held various marketing positions with Novell, Borland International and Ashton-Tate.

**About Lindstrom**

Lindstrom has more than seventeen years experience in field sales, consulting services, and business development/marketing with high technology companies. Most recently, Lindstrom served as Director of Business Development for iUniverse. In his new role as General Manager for iUniverse Infrastructure Services, Lindstrom will lead the development of this new technology-based service for corporations and publishing concerns.

Prior to joining iUniverse, Lindstrom served as director of Business Development for Microsoft where he led global marketing, policies and strategic alliances for the Product Support Services division. Lindstrom began his Microsoft career launching a new business unit aimed at commercial software developers and OEMs optimizing their solutions around the Microsoft platform. Prior to joining Microsoft, Lindstrom held a number of sales and marketing responsibilities over the span of nine years with IBM. As Business Unit Executive for Healthcare Industry in Texas, he was responsible for regional sales, and the implementation of U.S. go-to-market strategies for Desktop/Server/Mobile devices and eBusiness Services for the Global Healthcare Industry.

Lindstrom began his career with Electronic Data Systems, completing the System Engineer Development Program and working as an application developer and project leader on large-scale implementation projects in the telecommunication industry.

Lindstrom holds a BA in Economics from Pacific Lutheran University, and an MBA and Master of Management in Health Services Management from the University of Dallas.

**About iUniverse.com**

iUniverse.com is dedicated to offering authors, publishers and other content owners solutions to deliver and customize content on demand, in any format. As a leader in digital content technology and services, iUniverse has created a unique and advanced content infrastructure designed to facilitate the conversion, storage, management, promotion and delivery of intellectual capital and digital content. Earlier this year, iUniverse acquired Corporate University Xchange. This union offers providers of corporate education and training new capabilities for packaging and marketing their intellectual content - courseware, documents, workbooks and more to customers worldwide.

iUniverse has a wide range of customer and partner relationships with industry leaders including Adobe, Barnes & Noble, Hungry Minds (formerly IDG Books), PricewaterhouseCoopers, and Publishers Group West. With more than 300 employees worldwide, iUniverse maintains operations in Silicon Valley, California; Lincoln, Nebraska; New York; Seattle; and Shanghai, China.

For more company news and information, visit [www.iuniverse.com](http://www.iuniverse.com).