

iUniverse Gives Mystery Writers of America Members New Publishing Options

*iUniverse Continues to Extend Out-of-Print Book Program
to Prominent Author Organizations*

CAMPBELL, Calif. - August 6, 2001 - iUniverse, the leading publishing technology solutions provider, today announced that Mystery Writers of America Inc, the premier organization for mystery writers and other professionals in the mystery field, will use iUniverse's publishing technology platform to offer writers a fast, easy and efficient path to return out-of-print books to print, as well as publish new manuscripts.

Mystery Writers of America Inc. now joins other prominent writer communities such as Authors Guild, American Society of Journalists and Authors, and Harlem Writers Guild, in helping authors make their out-of-print books available and self-publish new titles.

"We're giving the members a unique opportunity - they can bring their out-of-print titles back to readers, as well as exercise more literary and creative control with their new manuscripts," said Lynn Zingraf, General Manager of iUniverse Author Services. "This announcement underscores our intention to make self-publishing and print-on-demand available to any and all writing communities as we aim to change the publishing landscape. We're leading the market with our unique publishing technology and plan to extend this innovation to anyone with information to share - individuals, enterprises and institutions around the world."

How It Works

Mystery Writers of America members submit their out-of-print books or new works for print. iUniverse takes the manuscripts from submission through to book design, including a four-color custom cover design, as well as production, distribution and royalty management. Once published, iUniverse offers Mystery Writers of America comprehensive distribution. Their books are made available for order in tens of thousands of bookstores and online retailers, such as Barnes & Noble, Amazon and independent bookstores. iUniverse's advances in print-on-demand technology make this possible. Each book is printed "on demand" as sales are generated, reducing the inventory costs typically associated with publishing. On-demand publishing allows books to be printed and bound one at a time, economically and quickly.

"I believe print-on-demand will revolutionize publishing in the 21st Century the way mass-market paperbacks transformed publishing in the 20th Century," said William E. Chambers, Executive Vice President, Mystery Writers of America. "If conventional resistance to change deems this new industry a sail through uncharted waters, I predict iUniverse will be the compass that guides published and non-published authors to the shores of literary success."

Members have already taken advantage of the program. Author Marian J. A. Jackson has made five of her out-of-print titles available from her Miss Danforth Mystery series. Other well-known authors iUniverse will now serve include Richard Hershatter and Nina Hajda.

About iUniverse

iUniverse is a publishing technology solutions provider that puts the power of publishing into the hands of individuals, publishers and companies, allowing them to maximize the value of their information. The company's unique technology eliminates the traditional barriers to publishing and allows both individuals and companies to publish and distribute professional quality books and documents. The company's advanced technology is used to harness, manage and deliver information - on demand, in print or electronic format. The company has a wide range of customer and partner relationships with industry leaders including Adobe, Barnes & Noble, Hungry Minds (formerly IDG Books), Microsoft, the American Society of Journalists and Authors (ASJA), and Mystery Writers of America. The company has printed and sold a record 500,000 books from an author base over 7,000 strong. iUniverse maintains operations in Silicon Valley, California; Lincoln, Nebraska; New York; Seattle; and Shanghai, China. The company is headquartered in Campbell, Calif. For more company news and information, visit www.iuniverse.com.