

ebrary Appoints Matt Barnes as VP of Academic Sales for North America

January 12, 2010—Palo Alto, CA—ebrary®, a leading provider of digital content products and technologies, today announced that Matt Barnes has joined the company as Vice President of Academic Sales in North America. With nearly a decade of experience in the academic library sector, Barnes will play a critical role in driving ebrary's academic sales strategy and expanding the company's customer base in the U.S. and Canada.

"In spite of the tough economy, ebrary's business continues to grow significantly year-over-year," said Gina McCue, ebrary's Vice President of North American Sales. "By adding Matt to our leadership team, we will be better poised to keep pace with the growing demand for our e-books and other digital content products used by thousands of academic libraries and more than 15 million students worldwide."

"This is a very exciting time to join ebrary," said Barnes. "Not only does ebrary offer the most flexible models including subscription, perpetual access, and now patron driven acquisition and e-approvals with YBP, we also provide libraries with the unique ability to upload, integrate, and share their own digitized content with DASH!.I am delighted to join a company that is making such a positive impact on the library community with its dynamic and innovative services."

Prior to joining ebrary, Barnes served as Vice-President of Sales and Marketing for Blackwell Book Services and as a Consultant for R2 Consulting, where he worked with academic libraries of all sizes to optimize their acquisition workflows for print and electronic materials. Also as part of R2 Consulting, Barnes was retained by several major vendors in the library community for strategic planning and organizational redesign projects. Barnes has been a featured speaker at many trade events such as American Library Association conferences, Charleston Conference, and Electronic Resources and Libraries Conference. He holds a Master of Business Administration degree from Washington State University.

About ebrary (www.ebrary.com)

ebrary helps libraries, corporations, publishers, and consumers get the most out of their digital content. The company offers a growing selection of more than 170,000 digital books, handbooks, reports, maps, journals and other valuable content from over 425 of the world's leading publishers under flexible subscription, purchase, and usage-based models. Additionally, ebrary offers content services (SaaS and licensed) for customers to cost-effectively distribute their own PDF content online.

All ebrary products and services can be integrated and delivered via a single easy-to-use interface that includes powerful tools for finding, discovering, and managing information. With ebrary InfoTools™, every word in the ebrary system is a network to other online resources of the customer's choice, extending content value while increasing end-user knowledge and efficiencies.

Founded in 1999, ebrary is privately held and is headquartered in Palo Alto, CA, USA.

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