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**PrioInfo Licenses ebrary's E-publishing System to Aggregate and Distribute E-books throughout Scandinavia**

**April 7, 2008 – Palo Alto, CA** – ebrary®, a leading provider of e-content services and technology, today announced that PrioInfo, its long-time valued reseller in Scandinavia, has licensed its technology to aggregate e-books and other digital content from Scandinavian publishers and distribute it directly to local libraries and other institutional markets.

PrioInfo has recently launched its new service on ebrary's hosted e-publishing system and will migrate to ebrary's standalone licensed product, which will run on PrioInfo's own servers, by summer. The company has already signed publishing partners including Studentlitteratur, a leading Scandinavian publisher that publishes a wide range of subject areas for all levels of the higher education and professional communities. Studentlitteratur has already started selling collections of content via the ebrary system to institutions including the Nordic based insurance company Trygg-Hansa.

“We are very excited to license the same underlying technology that we have been successfully reselling as part of ebrary's e-book offerings to Scandinavian libraries for years, and are ecstatic that we are already generating revenue,” said Andreas Ohlson, CEO of PrioInfo. “As there is a growing demand in Scandinavia for local-language e-books, ebrary's proven technology enables us to efficiently and affordably aggregate content from local publishers and distribute it under a variety of models including subscription and perpetual access. With ebrary's technology, we can address the content needs of publishers, customers, and end-users alike.”

“PrioInfo has long been an ebrary distribution partner, and we are very excited to build upon our established relationship,” said Christopher Warnock, CEO of ebrary. “By licensing our technology, we hope to enable PrioInfo to expand its business and further secure its position as the leading content and services provider in Scandinavia.”

Key features and benefits of ebrary’s e-publishing system to aggregators and publishers include the following:

- Supports multiple business & payment models
- Integrates multiple digital products and online resources
- Leverages industry standard PDF
- Available today as a hosted service – no development or overhead costs
- Ability to seamlessly migrate to ebrary’s server-based product, in development
- Built-in DRM
- Full-text search and indexing
- APIs for further integration and customization
- System localized in Swedish, English, Spanish, Portuguese and French
- Reporting tools and usage statistics

Notable end-user features include the following:

- The ebrary Reader® streams documents, eliminating cumbersome document downloads
- ebrary InfoTools® provides contextual linking to multiple online resources
- Multiple options for searching and navigating
- Personal bookshelves that automatically store links to bookmarks, highlights, and notes
- Automatic citations when text is printed or copied and pasted with URL hyperlinks back to the source
- Highlighting and annotating
- Multiple ways to navigate throughout a document or the entire selection

### **About PrioInfo**

PrioInfo is a leading content and services provider in Scandinavia. The company supplies information products and services in electronic formats to research and knowledge intensive organizations.

The company has developed the European leading plagiarism prevention system - Urkund. Urkund offers a completely automated system, designed to deal with the problem of plagiarism.

Through a combination of high quality information products from leading international suppliers, customer service and support the company creates added values for customers.

Founded in 1994, the privately held company is active in all the Scandinavian countries and is headquartered in Stockholm.

**About ebrary ([www.ebrary.com](http://www.ebrary.com))**

ebrary® is a leading provider of e-content services and technology. The company helps libraries, publishers, and other organizations disseminate valuable information to end users, while improving their research and document interaction.

The company has developed a flexible e-content platform, which customers may use in a number of different, integrated capacities: ebrary customers may purchase or subscribe to e-books and other content under a variety of pricing and access models, and they may license the ebrary platform to distribute, sell, and market their own content online. All options are delivered using a customizable interface and include the ebrary Reader™ with InfoTools™ software, which enable integration with other resources to provide an economical and efficient way to utilize information.

The ebrary system currently hosts more than 170,000 e-books and other titles from more than 290 leading publishers and aggregators.

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

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