



Leading Publishers and Printers to Share Views at Digital Book Printing Forum
Special Book Business Conference & Expo event

Charlottesville, VA (February 22, 2007) — INTERQUEST, a leading market and technology research and consulting firm serving the digital printing and publishing industry, and *Book Business* magazine, the leading trade publication for book printing and publishing as well as producer of Book Business Conference and Expo, today announced an impressive lineup of industry leaders in digital book printing to deliver keynote and end-user presentations at the event.

The keynote address for the Digital Book Printing Forum will be delivered by Niko Pfund, Vice President & Publisher, Oxford University Press. End-user presentations will be delivered by Bill Clockel, Vice President & CTO, IBT Global; Tom Lysenko, Vice President Operations, Penguin Group (USA); Robert Saunders, Director of Sales, R.R. Donnelley Digital Services; Don Seise, Vice President Central Imaging Services, Pearson Education, and Christian Schamberger, Vice President of Operations for the Production Book Division of Mercury Print. An open-mike Q&A session will follow the end-user presentations.

“Given the success of last year’s event, we are excited to be offering an expanded program this year which focuses on key growth opportunities for digital book manufacturing,” said Gilles Biscos, president of INTERQUEST. “The speakers we have assembled for the program will contribute invaluable insight into how and why digital printing is making serious inroads into the book industry.”

The Forum Keynote will be followed by a session focused on trade books and professional books with INTERQUEST presentations drawn from its recent research into these books segments, and an end-user panel of leading book printers and publishers. The afternoon session will follow the same format and be focused on education books and photo books—two segments that are being revolutionized by digital color printing.

The Digital Book Printing Forum is sponsored by leading industry vendors, including Hewlett-Packard, IBM Printing Systems, Lasermax Roll Systems, Xeikon and Xerox



Corporation. The Forum will take place on Tuesday, March 6, from 10 a.m. to 4:30 p.m. at the New York Marriott Marquis—the same location as the Book Business Conference and Expo. Forum attendees are also invited to the Book Business Conference Keynote at 9:15 a.m. and the Book Business Expo from 10 a.m. until 3 p.m. For more information or to register, visit www.BookBusinessExpo.com.

About INTERQUEST

INTERQUEST, founded in 1989, is a market and technology research and consulting firm in the field of digital printing and publishing. INTERQUEST has conducted extensive research into digital book printing markets. Its new study, On-Demand Book Printing: Top Growth Segments is a follow-on study to The Digital Book & Manual Printing Opportunity: Market Analysis & Forecast, published at the end of 2005. INTERQUEST can be reached by calling (434) 979-9945, by fax at (434) 979-9959, or on the Web at www.inter-quest.com.

About Book Business

Published ten times a year, Book Business magazine is read by a highly targeted audience of book and multimedia publishers and their key suppliers, including producers of trade, professional, software, directory and educational books. Combined with the popular Book Business Conference and Expo and bookbusinessmag.com, Book Business magazine offers its readership a one-of-a-kind resource.

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