INTERQUEST

Industry Leaders Highlight Digital Book Printing Forum

Special BookTech Conference & Expo event

Charlottesville, VA (March 9, 2006) — 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 BookTech 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 Aaron Martin, Director of Print and Disc On Demand Services at Amazon.com. End-user presentations will be delivered by Kirby Best, CEO of Lightning Source, Gordon J. Gottlieb Jr., Director of Digital Manufacturing for LexisNexis, Don Leeper, the President of Bookmobile, Christian Schamberger, Vice President of Operations for the Production Book Division of Mercury Print, and Bob Radzis, President of RT Associates. An open-mike Q&A session will follow the end-user presentations.

"We couldn't be more pleased with the speakers we have assembled, " said Gilles Biscos, president of INTERQUEST. "These companies are absolutely at the forefront of leveraging digital technology and they will bring a wealth of information and insight to the Forum."

The Digital Book Printing Forum is sponsored by leading industry vendors, including Delphax, Hewlett-Packard, IBM Printing Systems, Lasermax Roll Systems, Nipson, and Xerox Corporation. The Forum will take place on Tuesday, March 21 from 1:30 to 4:30 p.m. at the Hilton New York—the same location as the BookTech Conference and Expo. Forum attendees are also invited to the BookTech Keynote at 9:00 a.m., and the BookTech Expo from 10 a.m. until 6 p.m. For more information or to register, visit www.BookBusinessExpo.com.

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INTERQUEST • 513-D Stewart St. • Charlottesville, VA USA 22902

phone: +1-434-979-9945 • fax: +1-434-979-9959 • e-mail: iquest@inter-quest.com

www.inter-quest.com

About INTERQUEST

INTERQUEST was founded in 1989 and is a market and technology research and consulting firm in the field of digital printing and publishing. INTERQUEST has conducted extensive research in the digital book and manual printing markets. Its latest study, *The Digital Book & Manual Printing Opportunity: Market Analysis & Forecast* (October 2005) is based on in-depth surveys and on-site interviews with leading book and manual printers and publishers in North America and Europe. 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 BookBusiness

Published six 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 BookTech Conference and Expo and bookbusinessmag.com, *Book Business* magazine offers its readership a one-of-a-kind resource.

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