



FOR IMMEDIATE RELEASE

codeMantra to Deliver XML and eBook Production Platform for Simon & Schuster.

(July 22 , 2009, Plymouth Meeting, PA) *codeMantra*, a publishing software and services provider has signed an agreement with *Simon & Schuster Inc. (S&S)* to provide technology and business process outsource (BPO) services essential to the publisher's XML and digital publishing strategy.

codeMantra will manage the XML conversion of *Simon & Schuster's* frontlist and backlist program and subsequently configure these titles to commercially viable digital formats. *codeMantra* will supply its *collectionPoint 2.0* digital asset management system as a browser-based production and workflow platform. All source files and assets will be temporarily archived on the platform, allowing S&S production staff to collaboratively work alongside *codeMantra's* conversion and production teams.

"We're especially pleased to work with a publisher such as S&S, whose strong commitment and understanding of commercial digital publishing will ideally complement our skills and expertise. Our XML conversion services, along with our *collectionPoint* platform are well-suited to the demands of digital trade publishing," said Walter Walker, Director of Publishing Services at *codeMantra*.

"After an extensive evaluation, we found *codeMantra* had the technology and skills to meet our high expectations and quality requirements," says Victor Cataldo , Production Director .

About Simon & Schuster, Inc.

Simon & Schuster, a part of CBS Corporation, is a global leader in the field of general interest publishing, dedicated to providing the best in fiction and nonfiction for consumers of all ages, across all printed, electronic, and audio formats. Its divisions include Simon & Schuster Adult Publishing, Simon & Schuster Children's Publishing, Simon & Schuster Audio, Simon & Schuster Online, and international companies in Australia, Canada, and the United Kingdom. For more information, visit our website at www.simonandschuster.com.



About codeMantra

Based in Plymouth Meeting, PA, *codeMantra, LLC* brings a managed approach to digital publishing with, people, process and technology. The company's reputation is built on quality conversion services and the introduction of processes and tools that enhance any digital workplace. *codeMantra's Universal PDF™* is widely embraced as the one format that meets the requirements for the dominant digital library offerings and 'search-inside-the-book' vehicles. The company's *pubXML* is a flexible data model, or Document Type Definition (DTD), which can be readily configured to deliver all viable digital formats including ePub, Kindle (Amazon), mobiPocket, HTML, XHTML, PDF, BBeB (Sony), Palm, NFO (net library) and ASCII.

collectionPoint is the company's unique offering of digital asset management (DAM), workflow and distribution capabilities built on file server technology. Through the use of *codeMantra's* tools and services, publishers are able to fully, efficiently and cost effectively manage their content, from initial creation to final distribution.

codeMantra employs more than 700 technicians, application developers and project managers out of its production facilities in Chennai, India. Its active customer list includes many marquis publishing brands including: *Pearson Education., Penguin U.K., McGraw Hill, Oxford University Press, Macmillan Publishers, John Wiley & Sons, Cengage Learning, Continuum Book, New York University Press, University of North Carolina, University of Minnesota, Springer Publishing Company* and *Gibson Publishing.*

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