

***Workman Publishing Company and Chronicle Books Adopt
collectionPoint 2.0 Platform to Exploit Digital Publishing
Aftermarket***

(October 14, 2009, Plymouth Meeting, PA) Two of America's most innovative and original trade houses, *Workman Publishing Company* and *Chronicle Books*, have signed with *codeMantra* to acquire the company's *collectionPoint 2.0* platform.

Each with their own unique requirements, both *Workman* and *Chronicle* have adopted *collectionPoint 2.0*, *codeMantra's* digital warehouse platform, to archive and distribute assets targeted to the growing digital publishing aftermarket. *collectionPoint 2.0* is a hosted offering which provides publishers with full asset storage and distribution capabilities. Publishers have secure access to their assets through a browser-based interface where they can order conversions, download files to the desktop, upload files to the server, push files to third party vendors and aggregators and create business rules to manage the entire process. Through *collectionPoint 2.0*, production, editorial and rights personnel will be able to gain full control of their content and manage revenue opportunities efficiently and effectively.

"*Workman* hopes to bring its own unique style and quality to its digital publishing initiatives and we have chosen *codeMantra* as our partner based on their expertise in this space. *codeMantra* should help *Workman* meet the challenges presented by these exciting new business opportunities." Glenn D'Agnes, Chief Administrative Officer, *Workman Publishing Company*.

All manner of standard book production files (*Quark, InDesign, tiff, EPS, jpeg, MSWord, MSEXcel, XML, SGML, print-ready PDF, POD, Postscript*, etc.) are stored in *collectionPoint*. Users routinely associate their digital offerings (*ePub, uPDF, PDF, MobiPocket, Flash*, etc.) with the parent ISBN. The *collectionPoint 2.0* platform manages a publisher's digital assets utilizing a customizable file structure. Using a variety of distribution methods (*FTP*, browser uploads and downloads, secure push and pull *APIs*), publishers are able to deliver any file, be it a commercial eBook or production file, to any third-party reseller, distributor, rights customer, printer or content aggregator with intuitive commands and click-throughs. On the back end, the *collectionPoint* platform provides direct access to *codeMantra's* Chennai-based production facility, conversion services and technical support team.



“We are exploring a number of different options with our digital publishing strategy and hope to test many variables. *codeMantra* has shown us that they have a versatile and affordable platform for the distribution of eBooks and publishing content which can meet our immediate and future needs,” said Shona Burns, Executive Director Production Development, *Chronicle Books*.

“We welcome *Chronicle Books* and *Workman Publishing Company* to our rapidly growing family of *collectionPoint* users. Both are ideal customers for us. Each has its own unique content and output, and will profit from our highly customizable platform and flexible service offerings,” said Walter Walker, *codeMantra*, Director of Publishing Services.

About *Workman Publishing Company*

Workman Publishing Company, a medium-sized independent publisher, is the creator of award-winning calendars, cookbooks, parenting/pregnancy guides, and fun, educational children’s titles, as well as gardening, humor, self-help, and business books. From our *What to Expect* series and *Page-A-Day Calendars* to the iconic *1,000 Places to See Before You Die* and *Gallop!*, the one-of-a-kind, moving picture book for kids, our products inspire readers and other publishers alike.

The Workman Publishing Company also includes Algonquin Books of Chapel Hill, Artisan, HighBridge Audio, Storey Publishing and Timber Press. In addition, Workman is the distributor for Black Dog & Leventhal, Greenwich Workshop Press and Fearless Critic Media.

For more information, go to: <http://www.workman.com>

About *Chronicle Books*

One of the most admired and respected publishing companies in the U.S., Chronicle Books was founded in 1967 and over the years has developed a reputation for award-winning, innovative books. The company continues to challenge conventional publishing wisdom, setting trends in both subject and format, maintaining a list that includes fine art titles in design, art, architecture, and photography.

Titles of note include Martha Zamora's *Frida Kahlo: The Brush of Anguish* (1990), and Nick Bantock's *Griffin & Sabine* (1991). Originally slated for an edition of 10,000, this interactive book became the most talked-about title of the year and a *New York Times* best-seller for 50 weeks. The two subsequent volumes in the trilogy, *Sabine's Notebook* and *The Golden Mean*, were also *Times* best-sellers.



For more information, go to: <http://www.chroniclebooks.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. The company's active customer list includes marquee publishing brands: *Pearson Education, Penguin U.K., McGraw-Hill, Oxford University Press, Macmillan Publishers, John Wiley & Sons, Cengage Learning, Continuum International Publishing Group, New York University Press, University of North Carolina Press, University of Minnesota Press, Springer Publishing Company* and *Gibson Publishing, among others.*

More about the company can be found online at www.codemantra.com.

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