



*FOR IMMEDIATE RELEASE*

## ***codeMantra Acquires International Prepress/Composition Company.***

(February 7, 2012, Plymouth Meeting, PA) *codeMantra, LLC*, a global supplier of publishing software solutions and services, announced today that it has acquired *Preparé Inc.*, a comprehensive prepress and composition company with operations in Upper Saddle River, NJ and Italy. The strategic acquisition establishes *codeMantra* as a full-service production vendor capable of offering a single, integrated workflow that can generate both print and digital formats.

The new company will operate as *cMPreparé SRL*, a wholly-owned subsidiary and division of *codeMantra*. Overall operations, editorial services and business development will be the responsibility of Frances Daniele, Director of Prepress Operations. Mrs. Daniele has run *Preparé, Inc.*, a family-owned and operated business, for more than 18 years. Frank Weihenig will assume the role of Associate Director of Sales and Marketing. Piermatteo Noce, Director of Production Operations remains in charge of the design, production and project management functions operating out of the company's state-of-the-art facilities in Battipaglia, Italy (just south of Salerno). The new division will continue to serve its primary customer base of text book, STM (Science Technical & Medical) and academic publishers which includes such notable companies as *John Wiley & Sons, Pearson Education, Oxford University Press, Freeman & Worth* and *W.W. Norton*.

"This strategic acquisition is a key component in *codeMantra's* overall executive mandate for growth and expansion. We are excited to have this accomplished team of highly skilled design, composition and prepress professionals join our ranks. Under the capable leadership of Fran Daniele we can now offer our customers full print book production," said *codeMantra* President Anantha P. Tirupati.

The acquisition of *Preparé* strengthens *codeMantra's* position in the highly competitive publishing services and software market. In combination with *collectionPoint™ 3.0* – the company's versatile and widely adopted DAM/ file distribution platform – *cMPreparé* services will be offered as the foundation of an integrated print and digital workflow. *codeMantra* will add online collaborative features to *collectionPoint* to facilitate a production path capable of delivering print and digital formats simultaneously.

"We made a thorough and cautious exploration of the industry, looking for just the right partner. We have long realized that our future growth hinged on some form of alliance with a strong digital provider. *codeMantra* rose out of the pack as the best possible suitor and we are delighted to join with them to build a new and integrated future for our company and our employees," said Fran Daniele, Director of Operations for *cMPreparé*.

*codeMantra* has been a net supplier of XML and composition/page layout support services to *Preparé*. With the acquisition, *codeMantra's* operations in Chennai, India are being re-configured to support and scale the prepress and composition offerings. *cMPreparé* resources will be further tasked with the



implementation of efficient workflows for the development of Apple's fixed layout and the page-fidelity formats in support of *Kindle Fire* and *Nook* tablets.

As is the case today, *codeMantra's* XML tools and processes are integrated with a publisher's internal workflow. Such efficiencies and expediencies become that much more meaningful, where *codeMantra* can process and deliver all finished goods in a single production cycle.

### ***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 services integrated with software tools and production processes for the efficient delivery of any publishing format. *codeMantra* employs more than 1200 technicians, designers, compositors, application developers and project/pre-press managers in Chennai, India and Battipaglia Italy. The company standardizes on the *InDesign* suite of publishing tools, but deploys skills for alternate composition and pagination tools including, but not limited to, *Quark*, *Framemaker* and *3B2 (APP)*. *codeMantra* licenses and has developed a broad array of OCR, PDF, MSOffice and XML tools and processes to service the growing demands for digital formats. The company has licensed access to the *Adobe Content Server* for development and management of DRM applications (digital rights management) and the *MarkLogic* server for development and implementation of dynamic XML publishing workflows. *pubXML* is *codeMantra's* own flexible data model, or Document Type Definition (DTD), which can be readily configured to deliver all viable digital formats including print-ready PDF, POD PDF, ePub 2.0, ePub 3.0, mobiPocket/PRC (Amazon Kindle) , HTML, HTML5, XHTML, PDF, et al.

*collectionPoint* is the company's unique cloud-based offering of digital asset management, workflow and distribution capabilities. *collectionPoint* features a flexible, open architecture that allows for easy integration with complementary systems, tools or enhancements. The interface and user modules have been developed with AJAX tools and the platform is fully compatible with XP, Vista and Mac OSX.

With *collectionPoint*, publishers are able to fully and cost effectively manage their content from initial creation to final distribution.

The company's active customer list includes marquee publishing brands including *Pearson Education*, *Bloomsbury PLC*, *McGraw-Hill*, *Oxford University Press*, *Simon & Schuster*, *Quayside Publishing Group*, *Hodder Education UK*, *International Monetary Fund*, *The World Bank*, *John Wiley & Sons*, *Cengage Learning*, *Continuum International Publishing*, *New York University Press*, *Yale University Press*, *University of North Carolina Press*, *Johns Hopkins University Press*, *University of Minnesota Press*, *Springer Publishing Company* and *Gibson Publishing Connections*, among others.

*codeMantra* operates offices in Plymouth Meeting, PA, Hopkinton, MA, Upper Saddle River, NJ, Oxford, UK , Barcelona, Spain, Battipaglia(SA). Italy and Chennai , India.

More about the company can be found online at [www.codemantra.com](http://www.codemantra.com). email: [cminfo@codemantra.com](mailto:cminfo@codemantra.com)