

Plastic Logic Selects LibreDigital to Deliver Digital Publishing Content to New eReader

Computers, Networks & Communications, February 26, 2009 - At the O'Reilly Tools of Change for Publishing Conference, LibreDigital, Inc., announced that Plastic Logic has selected LibreDigital ePublishing technology to serve published content to the new Plastic Logic Reader. As part of the agreement, major publishers of newspapers, magazines and other media can deliver their content to the new eReader giving users an experience mirroring and extending traditional print editions.

"By teaming with LibreDigital, we are able to provide many of the world's top newspapers and other content on our platform," noted Daren Benzi, vice president of business development for Plastic Logic. "LibreDigital provides Plastic Logic with conversion and formatting technologies that are required in order to deliver a true-to-print experience on our device. In addition, our partnership provides Plastic Logic with the ability to use LibreDigital's expertise and tools to format and deliver newspapers and other types of content to our platform and device. This makes it easy and efficient for publishers to create content for the Plastic Logic eReader that will deliver a fantastic customer reading experience and is also a key part of our overall mission to be an open platform that enables a broad array of content choices to consumers."

For nearly a decade LibreDigital has helped some of the world's top news publishers, including USA Today, The Washington Post and Hearst Newspapers, deliver true-to-print replicas of their content across an expanding array of digital channels, including eReaders, search engines, online stores and mobile devices. For newspaper and magazine purists, the new Plastic Logic Reader is extremely portable, durable and lightweight with a larger size format that feels nostalgically similar to reading a printed copy.

The Plastic Logic Reader, due for release in early 2010, is differentiated by a stunning form factor that is large (the size of 8.5 x 11-inch paper), thin, light and robust about the size of a pad of paper. It is distinguished by a high-quality reading experience that is better than alternatives of paper or other electronic readers on the market today.

Plastic Logic has developed an amazingly portable device that will accelerate the consumption of newspapers and magazines on eReaders, noted Russell P. Reeder, President and CEO of LibreDigital. Working together, we can ensure that consumers around the world get the news and information they need at their fingertips in a format that is most pleasing to the eye. Serving many of the world's largest media and publishing companies, LibreDigital develops market-leading interactive digital publishing solutions for organizations seeking to attract new channels and partners for the sale of their digital content. LibreDigital also helps publishers market and control their valuable works across an ever-expanding variety of digital formats, including eBooks, eInk, online, iPhone Apps, mobile and print-on-demand delivery options.

About Plastic Logic

Plastic Logic's mission is to lead the plastic electronics revolution in the way people acquire, organize and consume information. We are using our proprietary technology leadership in plastic electronics to create a range of innovative products. Our first product, focused on reading digital content, will enter the marketplace in Spring 2009. Founded in 2000 by researchers out of the Cambridge University Cavendish Laboratory, the Company has received more than \$200 million in funding from leading international technology firms and investors. Plastic Logic has research and

development in Cambridge, England; high-volume, state-of-the-art manufacturing in Dresden, Germany; and executive management, product engineering, sales and marketing headquartered in Mountain View, California.

For more information please go to <http://www.plasticlogic.com>.

About LibreDigital

LibreDigital is a Digital Media Services company that provides conversion, storage and secured distribution for digital content through digital stores and new eBook devices worldwide. Helping publishers of newspapers, magazines, books and journals to market and control their valuable works across traditional and new digital formats, LibreDigital serves the world's top firms in over 120 countries including, HarperCollins Publishers, Hachette USA, The Wall Street Journal, USA Today, John Wiley & Sons and Simon & Schuster and now Dorchester Publishing. Backed by Adams Capital Management, Noro-Moseley Partners, the New York Times Company, and HarperCollins Publishers, LibreDigital is based in Austin, Texas, with offices in New York City and the United Kingdom.

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