



MEDIA RELEASE

BookRiff™ Offers a Sneak Peek at BookExpo America

BookRiff Media Inc. will feature its dynamic new web application at BookExpo America (BEA), North America's largest publishing trade event

MAY 19, 2009—VANCOUVER, CANADA BookRiff Media Inc. unveils its new web application, BookRiff.com, at BookExpo America (Booth #4522), from May 28 to 30, 2009. Now in private beta, the BookRiff.com web application enables users to draw together works from leading publishers and authors, website content and personal writings into print-on-demand published books.

MARK SCOTT, founder of BookRiff Media Inc. and President of D&M Publishers Inc., will be on hand to demonstrate how publishers and authors can use BookRiff.com to promote and sell their content.

“The value of BookRiff.com is that it empowers users to combine high-quality published content with user-generated work in an entirely new way.” Scott continues, “We put the power to choose content in the hands of consumers. In addition to publishers’ and authors’ curated books and chapters available on BookRiff.com, users can add content from other sources such as blogs, on-line magazines and the user’s own writing, to create a Riff™ compilation or ‘playlist.’ In this regard BookRiff™ is similar to iTunes. Copyright holders get paid for their work and consumers buy what they want. The finished product is a custom print-on-demand book.”

BookRiff™’s technology has been created in cooperation with one of North America’s hottest web developers, Nitobi Software. Nitobi was the winner of the People’s Choice award for its PhoneGap application at last month’s Web 2.0 Launch Pad competition in San Francisco.

Lightning Source, an Ingram Content company, is BookRiff Media Inc.’s printing partner. As an added feature at BEA, some Riffs™ will be printed during the trade fair on the new Espresso Book Machine made by On Demand Books. The Espresso Book Machine, on-demand printing equipment designed for point of sale locations such as libraries and bookstores, will be on display at Booth #4069.

VISIT BEA BOOTH #4522 to see a demo of BookRiff.com.

BookRiff Media, Inc. (BookRiff™) is a company principally owned by D&M Publishers Inc. and in part by Nitobi Software Inc., an award-winning software developer. Both companies are based in Vancouver, Canada.

D&M Publishers Inc. is one of Canada’s largest independent book publishers. Its core publishing programs emphasize art and architecture; science, nature and the environment; Canadian biography, social and political issues; First Nations issues and culture; literary fiction; and international popular culture and sport. It includes the publishing imprints Douglas & McIntyre, Greystone Books, and New Society Publishers plus Canadian distribution for the New York house, Farrar, Straus, and Giroux.

BUILD YOUR OWN BOOK



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