Easypress appoints former IDPF director Michael Smith to drive North American growth

London – 5th April 2011 – Easypress Technologies, an online publishing software company, has appointed Michael Smith as General Manager, North America to head up its North American and US operations. Michael brings a wealth of experience to the role having previously been Executive Director at the International Digital Publishing Forum (IDPF). He is tasked with capitalising on the rise in popularity of eBooks in the North American market and increasing sales of the EasyEPUB software amongst publishers and authors.

EasyEPUB automates the conversion of original book files to eBooks so that, rather than sending books to off-shore outsourcers, publishers can convert InDesign, Quark or MSWord documents into EPUB and/or AZW files in minutes, from their desks with no 3rd party intervention. With his extensive knowledge of the North American publishing industry, Michael will be looking to add to the roster of existing EasyEPUB customers, which already includes John Wiley & Sons, Time Out, ECW Press and the Association of Canadian Publishers.

Michael Smith, General Manager at Easypress Technologies said: "Publishers rightly see eBooks as the future of their business and yet many of them are struggling to keep up with the growing demand. The current system of outsourcing books for manual conversion seems backward in this digital age which leaves EasyEPUB as an extremely attractive proposition for publishers, allowing them to dramatically revolutionise the way they create eBooks so they can really take advantage of the market opportunity."

James MacFarlane, CEO at Easypress Technologies said: "The US and North American markets are the most advanced in the world when it comes to eBook adoption. It's therefore a key focus for Easypress in the immediate and long-term future. Bringing someone with Michael's knowledge and contacts into the business will allow us to increase sales of the EasyEPUB product in North America and take the business to new heights."

For further information, please visit www.easypress.com.

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About Easypress Technologies

Easypress Technologies (www.easypress.com) provides software that helps organisations manage the creation of corporate documents, magazines and books. The company's suite of products helps with version control, approval processes and digital conversion across a range of industries.

Its flagship products include:

• EasyEPUB - cloud-based eBook creation software that converts Adobe InDesign, QuarkXpress or MS Word books to EPUB and/or Amazon Kindle files with no human intervention, in minutes.
• Atomik® Dynamic Publisher (ADP) - allows companies to edit, proof and approve Adobe InDesign and

QuarkXpress documents through a standard web browser with associated workflow management and full audit trail.
• Atomik® Quantum Publisher (AQP) - automates the delivery of Adobe InDesign and QuarkXpress documents to a range of outputs including web ready formats.
• Atomik® Tools - provides rich XML conversion functionality for Adobe InDesign and QuarkXpress.

Easypress Technologies is a Premier Development partner for Adobe InDesign; a QuarkXtensions partner for Quark and a member of the International Digital Publishing Forum (IDPF).

The company has an extensive global client list including John Wiley & Sons, Centaur Communications, Economist Intelligence Unit, Imprima Group, Harvard Business School Publishing, Roularta Media Group, Roger Publishing of Canada, Sandoz Pharmaceuticals, US News and Media, Sotheby's, Time Out, ECW Press, the Association of Canadian Publishers, Moneyweek and the American Institute of Physics.
Easypress Technologies is an operating division of EvolvedGroup Limited and is headquartered in Guildford, UK.

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