



FOR IMMEDIATE RELEASE

Total Boox Emerges as a Major Player in the Library Ebook Market

Total Boox' ebook collection has grown rapidly in recent months, and its new agreements with libraries across the U.S. help position it as a major contender in the library ebook marketplace

January 5, 2016 (New York, Tel Aviv) — As its library outreach continues, with five million patrons able to access Total Boox in New York, California, Connecticut, Tennessee, Texas, Colorado, Kansas, and Virginia, the company behind the pay-as-you-read ebook service is pleased to usher in the New Year with a major announcement: owing to recently signed agreements with several top publishers and distribution groups—among them Independent Publishers Group (IPG), Vearsa, Lonely Planet, Berlitz, De Gruyter, Oxford University Press (ELT Division), Lerner, Rourke Educational Media, and The Child's World—the size of Total Boox' ebook collection has more than quadrupled in the last few months, bringing the new total of titles available for instant reading to nearly 100,000.

Total Boox' existing partners include the entire Workman Publishing Group (and its imprints Algonquin, Artisan, Storey, The Experiment, and Timber Press,) New World Library, O'Reilly, F+W Media, Open Road Media, ECW Press, Packt, Elsevier Science and Technology, the Red Wheel Weiser group, Berrett-Koehler, Gibbs Smith, Other Press, Sourcebooks, and over 100 other publishers specializing in a wide range of subjects and categories—from popular fiction to YA literature; from self-help to science; from business to spirituality; and from cooking to travel.

“This is not the same company I signed with two years ago to spearhead its content strategy,” said Mirela Roncevic, Director of Content for Total Boox and former Book Review editor at *Library Journal*. “Not only has the size of its ebook collection grown at an unprecedented pace since then, in that short amount

of time Total Boox has managed to solidify its reputation as ‘the’ ebook service sensitive to the needs of everyone involved: authors, publishers, readers, and libraries.”

For authors and publishers, it means revenue each time anyone, anywhere reads from any book. For libraries, it means making the entire Total Boox catalog available upfront at no cost while paying only for what patrons actually read. For readers, it means choice, instant access, and no restrictions.

Since the service relies on people reading to sustain its business model, Total Boox takes its “in-library marketing” initiatives to new levels. Participating libraries are fully assisted in their efforts to promote reading in their communities via custom-made newsletters and press releases, posters and other printed materials, webinars, Reader’s Advisory tips from Total Boox’ experienced editors, and more.

“The materials mailed to us, or readily available to us for download online, are consistently striking and stylish,” said Elizabeth Joseph of The Ferguson Library in Stamford, CT. “Displaying them in strategic locations results in the increased discoverability of both print and digital content. And thanks to Total Boox’ Reader’s Advisory efforts, we are able to develop targeted campaigns to highlight the ebooks that are relevant to our community.”

Total Boox is exhibiting at ALA Midwinter Meeting in Boston. Booth 2061.

About Total Boox

Total Boox is led by a team of entrepreneurs with backgrounds in publishing, technology, and libraries. Its innovative ‘pay only for what is read’ service makes ebooks instantly available to library patrons with no limitations, holds, or expirations, thus eliminating frustrations libraries and patrons have faced with ebooks: limited availability, prohibitive cost, and inferior user experience. Total Boox titles may be accessed on all major portable devices—including mobile phones and tablets—and its state-of-the-art reading app is consistently ranked by librarians as the most user-friendly on the market.

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