



PRESS RELEASE

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Above the Treeline and Firebrand Technologies Partner to Provide NetGalley Digital Galleys for Edelweiss Publishers

December 16, 2009--Ann Arbor, MI and Newburyport, MA --The leading provider of web-based interactive publisher catalogs, Above the Treeline, and the leading provider of digital galleys Firebrand Technologies, are pleased to announce that NetGalley services will be integrated with Edelweiss digital catalogs to allow publishers the option to provide electronic galleys to selected retailers, reviewers, and other professional readers.

Edelweiss publishers will be able to use NetGalley's powerful functionality to offer digital galleys, with or without DRM, directly from their Edelweiss catalogs. NetGalley supports a broad range of dedicated reading devices and platforms; publishers can select reading options and security features based on their specific needs.

For NetGalley publishers with Edelweiss catalogs, this additional functionality will come at no additional charge. Edelweiss publishers who are not currently using NetGalley will be able to purchase the NetGalley add-on on a per-title basis for their Edelweiss catalogs through Above the Treeline. The first electronic galleys provided by NetGalley will appear in Edelweiss in the second quarter of 2010.

"This is a natural fit," said John Rubin, founder and CEO of Above the Treeline. "The content management expertise of Firebrand's NetGalley service will provide a great option for those Edelweiss publishers looking to provide e-galleys to their retailers, sales reps, publicists, and reviewers. The ability to embed NetGalley features within Edelweiss catalogs will enhance both products and benefit publishers. We couldn't be more excited to be working with Fran (Toolan) and his team at Firebrand on this."

"When booksellers and retailers can preview full-text galleys securely, everyone benefits," said Fran Toolan, founder and Chief Igniter of Firebrand Technologies. "Above the Treeline and Firebrand are similar style companies, with similarly passionate teams, and similar approaches to the needs of the publishing community. I expect that this will only be the first of many collaborations between our companies."

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Above the Treeline is North America's leading provider of collaboration-based business intelligence for the book industry. Their newest tool, Edelweiss, is an on-line interactive publisher catalog service that enhances or replaces the use of traditional hard copy publisher catalogs. With features such as keyword search, interior images, twitter and blog tracking, title tags, and others, Edelweiss goes far beyond simple posted PDF's to provide a buying and research tool that cannot be matched with hard copy catalogs. Edelweiss is free to retailers and other catalog readers, requires no prior Above the Treeline affiliation, and interfaces with most bookstore POS systems.

Firebrand Technologies, founded in 1987 as Quality Solutions, Inc., provides steadfast leadership and seamless information flow throughout the entire publishing process. Firebrand's [Title Management Solutions](#) facilitate tracking titles from pre-acquisition through post-production, freeing up staff to focus on their creative specialties. Firebrand's [Eloquence Metadata Solutions](#) are the fastest, easiest, most accurate, and most cost-effective way to implement [ONIX](#) to increase sales and improve communications throughout a publication's lifecycle. The [NetGalley](#) service is a rapidly growing tool for the distribution of advanced reading materials to professional readers. And in an increasingly digital world [Ecommerce Solutions](#) help deliver direct-to-consumer sales and corporate landing pages.

For more information please contact:

Above the Treeline
120 W. Washington
Ann Arbor, MI
Tel: 734-996-2730
Fax: 734-996-2790
Email: info@abovethetreeline.com
edelweiss.abovethetreeline.com

Firebrand Technologies
44 Merrimac Street
Newburyport, MA
Tel: 978-465-7755
Fax: 978-465-7759
Email: info@firebrandtech.com
www.firebrandtech.com
www.netgalley.com