



## FOR IMMEDIATE RELEASE

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### **Blogger Signings at BEA Sponsored by Firebrand Technologies and NetGalley**

5/26/09 –Newburyport, MA—It’s a new twist on an age-old publishing idea, and it’s stirring up lots of chatter in the Twittersphere.

This week at BookExpo America, NetGalley and Firebrand Technologies will be hosting continuous “blogger signings” in their booth, #4077. Nearly 45 bloggers covering a multitude of genres will be on hand to meet-and-greet, exchange ideas and even blog live. The complete schedule is available from NetGalley’s *Follow the Reader* blog at:  
<http://followthereader.files.wordpress.com/2009/05/blogger-final-schedule1.pdf>.

“As the landscape for book commentary shifts, bloggers—like authors—continue to build their celebrity status,” commented Fran Toolan, Chief Igniter of Firebrand Technologies. “And like NetGalley, bloggers push the boundaries and challenge established ideas. We’re excited to be able to give them a platform at the show.”

In addition to the live blogger signings during the show, many of the bloggers will be interviewed for NetGalley’s *Follow the Reader* blog, written by publishing veterans Charlotte Abbott and Kat Meyer. And many will be in attendance at BEATweetup on Friday night, <http://www.meetup.com/BEAtweetup-2009/calendar/10073279/>. Firebrand is one of the sponsors of the event.

NetGalley, ([www.netgalley.com](http://www.netgalley.com)) a website where professional readers can read, request and comment on digital galleys (and request print galleys), continues to grow. Check out the Catalog of titles as new titles are entered from an ongoing pilot program with publishers using Firebrand’s Eloquence service. There is no charge for professional readers to use the service.

#### **About NetGalley LLC**

NetGalley LLC is a joint venture created by Firebrand Technologies, a publishing software and technology solutions developer, and Rosetta Solutions, Inc., a global publishing services company, to manage the NetGalley service. NetGalley delivers digital galleys and promotional materials to professional readers and helps promote new and upcoming titles. Using NetGalley, publishers can build communities, invite contacts to view galleys and promotional materials, and track who has viewed their

titles. Firebrand's Eloquence service transmits rich formatted bibliographic metadata to distributors and online retailers such as Amazon, Barnes & Noble, Borders, Baker & Taylor, Ingram, Bowker, Muze and others (over 100 trading partners currently available).

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