



**FOR IMMEDIATE RELEASE**

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**Firebrand Technologies Announces NetGalley-Eloquence Experiment:  
Select Eloquence customers will trial the service for free**

2/6/09 –Newburyport, MA—Firebrand Technologies today announced a new and innovative program for customers of their Eloquence title information distribution service. Publishers who distribute their title information using Eloquence will be able to use NetGalley, a Firebrand service for sharing electronic galleys and new title promotional information, for free to promote their fall lists to reviewers, media, bloggers, librarians, booksellers and educators. The experiment will be open to the first 15 publishers interested in participating.

“Since taking over NetGalley, our focus has been on making it extremely simple for publishers to get their content into NetGalley and into the hands of the media, reviewers, bloggers, and other classes of professional readers who will recommend their titles,” said Fran Toolan, Chief Igniter of Firebrand Technologies. “This program sets Eloquence customers up to be successful with NetGalley, and more importantly, increase reviews, media coverage and ultimately sales of their titles.” Firebrand Technologies assumed control of the NetGalley service in December 2008.

The program also answers the demand from users of the service to provide more titles to view. “The professional reader community has been vocal in their support of NetGalley. They’ve also been adamant in their requests for broader publisher participation,” added Fran Toolan. There is no charge for professional readers to use the service.

Publishers who participate in the program will be asked to follow several guidelines, including listing a portion of their titles in the Public Catalog (NetGalley users can request galleys from the catalog), and answering a survey at the end of the program. Firebrand will deliver title information directly from Eloquence to NetGalley. Publishers can add digital galley files, and then invite unlimited contacts to view their titles.

Publishers interested in participating, please reach out to Fran Toolan at [fran@firebrandtech.com](mailto:fran@firebrandtech.com). NetGalley is online at [www.netgalley.com](http://www.netgalley.com).

### 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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