

FOR IMMEDIATE RELEASE

## **OPEN ROAD MEDIA SELECTS FIREBRAND SERVICES**

Newburyport, MA, June 7, 2010— Firebrand Technologies today announced that Open Road Integrated Media ([www.openroadmedia.com](http://www.openroadmedia.com)), a digital content company that publishes and markets ebooks by creating connections between authors and their audiences, will be using Firebrand's Eloquence service to manage their title information distribution. Open Road will begin distributing title information to Eloquence trading partners immediately.

Fran Toolan, Firebrand's Chief Igniter, commented, "We are so excited to support an innovator like Open Road as they experiment with new forms of digital content, storytelling, marketing and distribution. It's gratifying that Open Road has selected Eloquence to provide the information backbone for their new endeavor."

Brendan Cahill, Open Road's Vice President and Publisher said: "Firebrand is a perfect partner for Open Road's next generation publishing initiatives. Eloquence is a state-of-the-art technology solution for metadata that will provide a critical link between our digital marketing platform and our retail partners, as we bring authors and their books to readers in this new world of digital publishing."

Firebrand's Eloquence metadata services is an established leader in quality metadata distribution relied upon by over 200 trading partners. Eloquence is a critical component of Firebrand's new Content Services, a suite of services for the management, storage, conversion, and distribution of digital book content.

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### **About Firebrand Technologies**

Firebrand Technologies ([www.firebrandtech.com](http://www.firebrandtech.com)) provides steadfast leadership and seamless information flow throughout the publishing process. Our new addition, [Content Services](#), helps publishers manage, store, convert and distribution final book content. Firebrand's [Title Management Solutions](#) track titles from pre-acquisition through post-production; our [Eloquence Metadata Solutions](#) are the fastest, most accurate and cost-effective way to implement [ONIX](#). [NetGalley](#) delivers digital galleys to professional readers; our [Ecommerce Solutions](#) help deliver direct-to-consumer sales and landing pages.

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