



FOR IMMEDIATE RELEASE

Susan Ruzala
NetGalley LLC
908.456.3383
susan.ruzala@netgalley.com

Lucky Readers!

6/9/09 –Newburyport, MA—NetGalley is pleased to announce the winners of our Sony Reader giveaway, held at BookExpo America (BEA) last week. Sony generously donated two new Readers for the drawing.

Bloggers who participated in NetGalley’s first-ever “blogger signing” event were eligible to win the first Reader. The winner was Candace of BethFishReads, a professional book reviewer and blogger, at <http://bfishreads.blogspot.com/>. Over 40 bloggers participated in the signings, which were held throughout the show.

Catch the ongoing book trends discussion with bloggers and other book professionals on Fridays at 1 pm on twitter at #followreader, or a summary every week on the Follow the Reader blog at <http://followthereader.wordpress.com/>.

The second Sony Reader winner was drawn at random from cards dropped at the Firebrand/NetGalley booth at BEA. The winner was Judi Harris, a K-8 Staff Development professional in the Wissahickon, PA school district.

Finally, NetGalley and Unbridled Books are pleased to announce the winners of three Sony Readers awarded to booksellers who submitted the best handselling pitch for Emily St. John Mandel’s new novel, *Last Night in Montreal*, during the month of May. The winners were Stephanie Anderson, Word Bookstore, Brooklyn; Emily Pullen, Skylight Books, Los Angeles; and Chris Rickert, Joseph-Beth Bookstore, Pittsburgh. Read more here: <http://unbridledbooks.com/contest.html>.

Congratulations to all the winners!

NetGalley is a website where professional readers can read, request and comment on digital galleys (and request print galleys). Check out the Catalog of titles at <http://www.netgalley.com/index.php?module=catalog>. 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).

###