

Vearsa Press Release:

ePubDirect Relaunches as Vearsa with Expanded Services

New York [April 8, 2015] – ePubDirect, the fastest-growing eBook company in the market, announced today that it is changing its name to Vearsa. The name change reflects Vearsa’s evolution from eBook distributor to an enterprise software company working to solve publishers’ most pressing issues: driving profitable sales, identifying new markets, and turning big data into actionable insights.

CEO Gareth Cuddy commented, “Vearsa means ‘verse’ in Gaelic and refers to Ireland’s long history of storytelling. We feel honored in our modern age to continue this tradition by helping publishers get their stories out to the world. Our business is no longer about formats or files. It’s about working together to grasp the enormous opportunities that exist in the most exciting time in the history of the industry.”

An exciting element of Vearsa’s expansion is Tracker, a new product that monitors millions of titles on retailer websites on a daily basis, giving publishers powerful data on availability, pricing, geographic rights enforcement, and competitive strategy. “It enables publishers to monitor print and online data in the one place for the first time, optimizing their pricing and metadata, and getting ahead of trends,” adds Cuddy, whose team works with over 350 publishers to distribute 500,000 titles to more than 1,000 retailers and 65,000 libraries. “The average publisher’s eBook sales grow 12% month-on-month through Vearsa, and we want to continue to drive this growth with our new products.”

Vearsa has launched a new website – www.vearsa.com – which outlines the company’s range of products:

Distribution: The broadest reach in the industry, with 1,000 retailers and 65,000 libraries worldwide.

Analytics: Consolidated daily sales reports and in-depth analysis by title, retailer, and location.

Tracker: Real-time insights on availability, pricing, and competitive strategy.

The new site also features a robust online helpdesk for customers which will supplement Vearsa’s world-class support team, providing publishers with an engaged partner every step of the way.

“With over 350 publisher partners we are proud of what we have achieved but we are not satisfied,” said Cuddy. “We want to continue to innovate and provide our publishers with the tools they need to reach the widest possible audience.”

FOR MORE INFORMATION PLEASE CONTACT:

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About Vearsa:

Vearsa is an award-winning provider of global eBook solutions that connect publishers and retailers worldwide. With an unrivaled understanding of eBook sales and distribution and over 350 clients worldwide, Vearsa is committed to innovations that support business growth to the benefit of our customers and partners. To learn about Vearsa visit www.vearsa.com.