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BITLIT and INGRAM CONTENT GROUP TO OFFER EBOOK BUNDLES TO DISTRIBUTED PUBLISHERS

*Leading distributor working with Vancouver start-up to offer readers ebooks of books they own in print.*

September 9, 2015 (Vancouver, BC) – Today, BitLit announces an alliance with Lightning Source Inc., an Ingram Content Group Inc. company, the world’s largest distributor of physical and digital book content, that allows publishers using Ingram’s CoreSource® Plus digital asset management and distribution program to easily offer ebook bundling to their readers through the BitLit platform.

[Shelfie by BitLit](http://www.shelfie.com) is a free app that allows readers to digitize their print library. By taking a photo of their bookshelf (a “shelfie”), readers can identify a list of books that are eligible for digital bundles. Readers download an ebook by using the app to snap a photo of their book’s copyright page marked with a bookplate, ex libris stamp or their handwritten name.

“Ingram is proud to offer new technology solutions to our CoreSource publishers in order to help their content go further and to provide tools that will help them grow their business,” said Marcus Woodburn, Vice President of Digital Products, Ingram Content Group. “BitLit offers a unique platform that allows publishers to increase the value of every sale and connect directly with their readers.”

BitLit’s CEO, Peter Hudson, said, “Technology is reshaping how people read everyday and we know that Shelfie has struck a chord with our audience. We know that publishers have limited bandwidth, so working with a distributor like Ingram allows publishers to enter into new business models without the cost of time or effort.”

Ingram joins over 400 publishers who offer bundling through Shelfie.

BitLit is free and can be downloaded for [iPhone](https://itunes.apple.com/app/bitlit-shelfie/id810423016?mt=8) and [Android](https://play.google.com/store/apps/details?id=com.bitlit.android&hl=en).

**About BitLit**

[BitLit](http://www.bitlit.com/) builds a free mobile app, [Shelfie](http://www.shelfie.com), that allows publishers to connect with readers by offering them free or highly discounted ebooks of books they own in print. Founded in 2013, BitLit is headquartered in Vancouver, BC, Canada. [www.bitlit.com](http://www.bitlit.com)

**About Ingram**

Ingram Content Group Inc. is a subsidiary of Nashville-based Ingram Industries Inc. The company got its start in 1964 as a textbook depository and has since grown and transformed into a comprehensive publishing industry services company that offers numerous solutions, including physical book distribution, print-on-demand and digital services. Committed to the success of its partners, Ingram works closely with publishers, retailers, libraries and schools around the world to provide them with the right products and services to help them succeed in the dynamic and increasingly complex world of content publishing. Ingram’s operating units are Ingram Book Company, Lightning Source Inc., Vital Source Technologies, Inc., Ingram Periodicals Inc., Ingram International Inc., Ingram Library Services Inc., Spring Arbor Distributors Inc., Ingram Publisher Services Inc., Tennessee Book Company LLC, and ICG Ventures Inc. Learn more about Ingram Content Group at [www.ingramcontent.com](http://www.ingramcontent.com/).

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