

TRAJECTORY AND DC ENTERTAINMENT ANNOUNCE E-BOOK PARTNERSHIP

Boston, MA and Burbank, CA – April 19th, 2016 – Trajectory, Inc. the leading global network for eBook distribution and book discovery solutions, has reached an agreement with DC Entertainment to expand the comic book publisher’s digital footprint to global eBook retailers and libraries in North America and eventually Europe, Asia, South America and additional international markets.

Starting today, Trajectory has made the DC Entertainment Essential Graphic Novels available on the OverDrive platform including titles such as *Batman: The Killing Joke*, *Wonder Woman Vol. 1: Blood*, *The Sandman Vol. 1: Preludes & Nocturnes*, *Preacher Book One* and others. New books will continue to be added to the platform on a weekly basis.

"Trajectory is committed to bringing outstanding DC Comics and Vertigo stories to fans around the world," said Scott Beatty, Co-Founder and Chief Content Officer of Trajectory. "This partnership for global eBook distribution through the Trajectory network is an enormous opportunity to reach more fans through any retailer or library across the globe."

"Our goal is to provide access to our books anywhere and everywhere fans are reading them. As a leader in their industry, Trajectory will help us provide our eBooks to retailers in the most efficient way possible, thus expanding our audience to reach more fans than ever," stated Derek Maddalena, SVP of Sales and Business Development.

"Our major goal is connecting a wider group of readers with DC Comics and Vertigo stories which are even more inclusive and accessible for its next generation of fans. International digital retailers and libraries are of central importance to achieving that goal," said Trajectory Co-Founder and CEO Jim Bryant.

Trajectory has the largest known global network for eBook distribution. The network delivers 300+ international points of distribution representing over 230,000+ digital endpoints including

every eBook retailer, library distributor, school distributor, and alternative digital sales channel all from a single point of access. Through this single access point (maintained by Trajectory), publishers can simply upload their files and designate where they would like the digital edition of their titles distributed.

About Trajectory

Trajectory recently received the 2015 Innovation Award by the Book Industry Study Group for its revolutionary work. Trajectory Inc. is an American technology company that focuses on solving the problems facing the global book publishing market. It was founded by Jim Bryant and Scott Beatty in 2011 and is headquartered in Marblehead, Massachusetts. The company is known for pioneering the development of a series of deep learning algorithms that are used to analyze and recommend books.

Trajectory has deployed an intelligent network that connects publishers with its global digital distribution network of eBook retailers, libraries, school, and APP distributors. The platform delivers 300+ international points of distribution representing 230,000+ digital endpoints including every relevant eBook retailer, library distributor, school distributor and alternative digital sales channel from a single on-boarding point. Trajectory is advancing multi-lingual natural language processing, semantic analysis, machine and deep learning for the international book and content trade.

About DC Entertainment

DC Entertainment, home to iconic brands DC Comics (Superman, Batman, Green Lantern, Wonder Woman, The Flash), Vertigo (Sandman, Fables) and MAD, is the creative division charged with strategically integrating its content across Warner Bros. Entertainment and Time Warner. DC Entertainment works in concert with many key Warner Bros. divisions to unleash its stories and characters across all media, including but not limited to film, television, consumer products, home entertainment and interactive games. Publishing thousands of comic books, graphic novels and magazines each year, DC Entertainment is the largest English-

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language publisher of comics in the world.