

HarperCollins Publishers Chooses BookShout as Technology Partner

Bookshout branded app to provide direct-to-consumer ebook fulfillment and reading solution for HarperCollins Publishers

NEW YORK, New York, April xx, 2016 – BookShout announced that HarperCollins Publishers has selected its platform to provide ebook fulfillment for direct-to-consumer sales via select HarperCollins US, HarperCollins UK and various other websites. The BookShout app and web reader will replace the current HC Reader available on iOS and Android, and will provide a number of benefits including, a more intuitive UI, in-app book discovery and the ability for integrated marketing and promotional programs. The addition of BookShout’s web reader means that HarperCollins customers will now be able to access their libraries from any web-enabled device and seamlessly pick-up reading where they left off.

“BookShout has built a simple and intuitive ebook solution that will enable HarperCollins to scale its direct ebook sales efforts and provide consumers with a more enjoyable reading experience,” said Chantal Restivo-Alessi, Chief Digital Officer and EVP, International at HarperCollins Publishers.

“HarperCollins is a creative, forward-thinking partner,” stated Jason Illian, CEO of BookShout. “BookShout is the first integrated digital ebook platform. Like most great partners, HarperCollins desired a technology platform that allowed them to directly reach consumers, create new sales channels, capture data, and build powerful campaigns and promotions. We look forward to serving them as they forge ahead.”

Existing HarperCollins customers can access their full library on BookShout by downloading the app and logging in with their HarperCollins Reader credentials. HarperCollins customers can now also participate in promotional and marketing campaigns on one platform.

As a leader in creating ebook platforms, BookShout’s technology provides publishers with an easy to use solution for fulfilling direct sales. In addition to allowing partners and retailers to sell from their own sites, BookShout also provides a vast array of tools for marketing, data aggregation, and brand promotion. Fulfilling to BookShout’s cutting-edge reading platform allows end users to read quickly and easily on iOS, Android, and the web. BookShout continues to experience accelerated growth and a growing list of high-profile clients. In the last 12 months, BookShout has served Facebook, Google, General Mills, Marriott, and the Oprah Winfrey Network, just to name a few.

About BookShout

BookShout is an elegant eBook platform focused on creating new sales channels and powering eBook sales from nearly any website. BookShout is the market leader in special and bulk sales, creative promotional campaigns, and digital marketing. BookShout is accessible on all the latest devices, including iPad, iPhone, Android, Kindle Fire HD, Nook HD/HD+ or the web. For more information, please visit www.bookshout.com or contact us at info@bookshout.com.

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