

For immediate release  
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## PCG and Publishing Technology Expand into India

London and New Delhi, 26 May 2011 - **Publishers Communication Group** (PCG), today opened an office in New Delhi, India. PCG, a division of **Publishing Technology plc** (LSE: PTO), the largest provider of software and services to the publishing industry, will be offering sales and marketing activities targeting the ever-growing academic readership in India to US and European scholarly publishers.

Initially representing BioOne, the American Society for Microbiology, and Adam Matthew Digital, the New Delhi office will allow PCG to build stronger relationships with over 500 academic universities and over 3,000 technical education institutes in India for the publishers it represents. PCG will also aim to provide on-the-ground insights into the Indian publishing market for US and European clients, and to assist in the effective delivery of these major content brands to Indian institutions and academics.

PCG has recruited locally and appointed Dilip Jha Kumar as Country Manager for India. Dilip has worked for Balani Infotech managing customer relationships in Northern India for publishers, and spent the last five years working in sales. He obtained a Master in Business Administration in 2002. Sunita Lal has been appointed as Country Liaison Officer. In addition, PCG has appointed Sunita Lal as Country Liaison Officer. Sunita has a degree in library science and will be responsible for conducting research and marketing activities for our clients.

PCG and Publishing Technology also operate from offices in the UK (Oxford and Bath), the USA (Cambridge, MA, and Somerset, NJ), Brazil (São Paulo), Australia (Sydney), and France (Paris).

**Douglas Wright, Director of PCG, said:** "India is such a significant market for academic and scholarly publishers in terms of content distribution, academic and research development and their growing appetite for new technology connecting them with US and European institutions. Having an office in New Delhi and locally-based staff will bring us closer to the marketplace as well as providing invaluable insight for our existing clients."

**George Lossius, CEO, Publishing Technology**, said: "Opening an office in India is a significant part of our aim to provide the widest possible service in support of our customers, and we are very excited to now be operating in this tremendously dynamic and education-focussed country".

The New Delhi office is located at Connaught Place.

-ENDS-

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**About Publishing Technology plc:**

Publishing Technology's brands include *advance*, *ingentaconnect*, *VISTA*, *author2reader*, *pub2web*, *ICS* and *PCG*. The Publishing Technology group enables publishers to focus on their core competences by providing a single, trusted partner for both technology requirements and business development services. With offices on every continent, it is the largest provider of software and services for the publishing industry, servicing eight out of ten of the world's largest publishers.

Publishers Communication Group, Inc., a division of Publishing Technology, is a full-service marketing and sales consulting firm with locations in Cambridge, Massachusetts, Oxford, England São Paulo, Brazil and New Delhi, India. PCG was established in 1990 as a resource for scholarly publishers to more effectively work with the global library market. PCG offers sales representation, international multi-lingual telemarketing services, qualitative and quantitative marketing research, customer services operations based in the UK, US, Brazil and India, and strategic consulting.

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