
***MPS Technologies Deliver BookStore Discovery
Platform to Palgrave Macmillan***

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MPS Technologies' success in the digital information industry reached new heights this week after making over 1,900 Palgrave Macmillan books available to browse and search online through their revolutionary BookStore Discovery platform.

The launch of the facility on www.palgrave.com this week incorporates MPS Technologies' second generation Widget. The BookStore Discovery Widget (<http://www.palgrave.com/products/title.aspx?PID=270666>), the viral marketing tool which allows readers to share their favourite books with their friends via social networking sites, now also integrates with Google, has a forward-to-a-friend and bookmarking function and can be embedded as HTML.

MPS Technologies' BookStore Discovery platform was launched with great success at last year's Frankfurt Book Fair. BookStore Discovery helps to drive more readers to book content and increases the chance that they will purchase it by allowing them to browse through pages of the book and to search for terms online before deciding to buy it.

With this new technology, publishers have control over how much content is made available to browse and also retain their current payment process on their existing websites.

Alison Jones, Associate Director for Web and Reference Publishing at Palgrave Macmillan, says "This is an important milestone in our ongoing plans for the online discovery and delivery of our content, and we're excited by the possibilities it opens up for us and for our authors to publicize their work and to connect readers with material of interest to them."

David Sommer, Commercial Director at MPS Technologies says "We are delighted to be able to provide Palgrave Macmillan with the opportunity to improve the online visibility of their books. BookStore Discovery also allows publishers to form a deeper relationship with their readers and ensures their content is more discoverable."

About MPS Technologies

MPS Technologies provides a range of technology-driven products and services designed to support the information industry (www.mpstechnologies.com). Services include BookStore, BookStore Discovery, JournalStore, PublisherStats and Fulfilment Services. MPS Technologies is part of the Macmillan group of companies.

About Palgrave Macmillan

Palgrave Macmillan is a global academic publisher, serving learning and scholarship in higher education and the professional world. It publishes textbooks, journals, monographs, professional and reference works in print and online. Its programme focuses on the Humanities, the Social Sciences and Business. As part of the Macmillan Group, it represents an unbroken tradition of 160 years of independent academic publishing.

Macmillan is owned by The Holtzbrinck Group, which is one of the few international publishing houses to remain in family ownership. Companies in the Holtzbrinck Group retain the advantages of private ownership – stability, continuity and the ability to take the long-term view of investment and growth – while benefiting from the strengths of a global company trading in a range of media.

Media Contacts

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