

For Immediate Release

Contact:
Abe Dane
(401) 787-6427
abe.dane@tizra.com



Columbia University Press Signs eBook Deal with Tizra

Signing by America's fourth oldest university press caps a string of recent deals with organizations including University of Wisconsin Press and Michigan State University Press.

June 17, 2010 (Salt Lake City, UT)—Tizra announced at the annual meeting of the Association of American University Presses here today that Columbia University Press was the latest in a series of prestigious organizations that have selected Tizra's web based software to distribute and sell electronic versions of their books and other content online. Other recent signings include University of Wisconsin Press and Michigan State University Press.

In signing with Tizra, these organizations are choosing to sell their content through their own websites, and to take direct control over how it is priced, packaged and presented. For many, developing their own brands in this way is the best strategy to set themselves apart from a rising tide of commodity content.

"While the trend on the web has been toward *more* content, our customers believe in the importance of *better* content," said Tizra CEO David Durand. "Tizra lets them tell their own stories in their own ways, and build relationships with readers who come back to them again and again, because they provide information that's both credible and relevant to their areas of interest."

Tizra's innovative web application makes it possible for all kinds of content owners to do this kind of brand and audience building without the costs and time delays associated with traditional custom software development.

About Tizra

Tizra's web based software enables content owners large and small to access, use and distribute their information with unprecedented ease and agility. Through a unique combination of web search, document management, access control, mobile access and ecommerce capabilities, Tizra lets customers build information solutions focused on user needs and organizational goals rather than technology challenges. Tizra is in service with customers including MIT Press and Indiana University Press, and is now rapidly finding applications in markets from teaching materials to financial services to corporate knowledge management. The company is headquartered in Providence, Rhode Island, and funded in part by Rhode Island's Slater Technology Fund. More at <http://tizra.com>.

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