

First online book sites go live on Tizra™ Agile PDF

Launch customers demonstrate a new alternative to expensive custom web publishing software and cookie cutter aggregations

Electronic version of this release at: <http://tizra.com/press/>

January 23, 2008 (Providence, RI)—Tizra, Inc., announced that two publishing organizations have launched custom branded, paid content web sites based on its Agile PDF software. The sites represent the first public view of Tizra’s web based Software as a Service product, which enables content owners to market and sell digital versions of their products with unprecedented speed, flexibility and control, and with no IT investment.

One of the sites is managed by Cabazon Books, publishers of the fast-growing eat.shop series of city guides. Cabazon plans to make all 17 of the guides available in electronic form through Agile PDF. The other is run by Rate It Green, a web startup supporting the burgeoning green building community, in part through its publication of an ecologically friendly industry resource guide called *Green Building 101*.

“These two companies face exactly the challenges and opportunities we see throughout publishing today,” said Tizra CEO David Durand. “Both have valuable content. Both want to expand into digital products. But they also want direct control over their products and brands, without a big IT investment. We are happy that Agile PDF could meet their needs and bring them online quickly and cost-effectively.”

Both sites show how the white-labeled Agile PDF platform lets customers build sites that become part of their preexisting web presence, with a matching look and feel and integrated navigation.

EAT.SHOP URLS:

Preexisting site: <http://eatshopguides.com>

New Agile PDF Site: <http://eatshop.site.agilepublisher.com>

RATE IT GREEN URLS:

Preexisting site: <http://rateitgreen.com>

New Agile PDF Site: <http://liveaccess.rateitgreen.com>

The design tailoring was done with standard web design tools (cascading style sheets) and Tizra’s sophisticated web control panel. The same panel enables non-technical publishing personnel to redefine, re-price and remix online product offerings so they can evolve quickly in response to market feedback. The entire Agile PDF product is offered on a Software as a Service basis, which means no software installation, maintenance or upgrades—the only thing customers need to use it is access to the web.

Tizra's unique architecture and business model also mean that customers can literally deploy standard sites in minutes. More customized deployments are done in days or weeks, rather than the months that used to be required.

"We were up and running in six days," says Rate It Green's Allison Friedman. "And what we're really excited about now is that we can keep updating and evolving our online content easily after launch. Plus electronic distribution sends the right message to our ecologically minded users."

Agile PDF shortens the path to online revenue at a time when more and more content creators recognize that as the next frontier for their businesses.

"Like a lot of publishers, I'm facing the squeeze of increasing manufacturing and distribution costs for my print books," said Kaie Wellman, Publisher of the eat.shop guides. "Agile PDF lets me start extending my business and my brand online, without making an all or nothing bet. Plus, I can maintain the high design standards that have been so important to the success of my printed books."

The level of direct control over visual design, content, and sales terms, enables rapid exploratory development and testing of products and pricing, differentiating Agile PDF from sites like Google and Amazon, whose product organization and presentation are not under the control of the publisher.

About Tizra, Inc.

Tizra's mission is to help businesses to flexibly package, deliver, and sell information online. Tizra's hosted solution enables publishers to generate immediate revenue and gain experience in online content sales. As the Internet continues to transform information delivery, Tizra enables customers to control their website, products and terms of sale, and lets them focus on tuning their products and strengthening customer relationships rather than worrying about technical infrastructure. The company is headquartered in Providence, RI. For more information about Tizra, please visit <http://tizra.com>.

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