

IREX TECHNOLOGIES INKS DEALS WITH NEWSPAPERDIRECT AND LIBREDIGITAL;  
MORE THAN 1,200 TOP NEWSPAPERS, MAGAZINES TO BE AVAILABLE ON DR800SG

Westlake Village, Calif., Oct. 19, 2009 – From the Austin American-Statesman to China’s Zhejiang Daily, IREX Technologies will give readers access to more than 1,200 leading periodicals when its DR800SG eReader hits Best Buy shelves.

Agreements with NewspaperDirect and LibreDigital – two leading distributors of digital content – will give IREX users access to the most comprehensive collection of newspapers and magazines available in the eReader market, up to 1,100 more titles than what is currently available on some competitive devices.

“For eReader users the device itself becomes secondary to the reading experience and the content they can access via that device. A key part of our strategy is to provide no-hassle access to a variety of content, and adding these industry leaders is a significant step in that direction,” said Kevin Hamilton, North American CEO, IREX Technologies. “With our 3G connectivity and easy-to-use device, readers are never far from their local newspaper or their favorite magazine – even if they are far from home.”

NewspaperDirect delivers the world’s most popular newspapers and magazines to millions of readers the way they want to receive them – in print, online, on smartphones and IREX eReaders, wherever they live, travel, work or play.

Providing instant access to more than 1,150 full content digital replicas with enhanced digital features, PressDisplay.com and PressReader from NewspaperDirect offer subscribers the largest selection of titles – recognized as paid circulation by international audit bureaus – in a highly engaging format.

“NewspaperDirect is proud to be a longstanding partner with IREX Technologies,” said Alexander Kroogman, CEO, NewspaperDirect. “Combining IREX’s best-in-class digital readers with PressReader’s superior content presentation capabilities, together, we deliver the consummate, sustainable reading experience medium that must be experienced to be believed.”

For nearly a decade LibreDigital has helped some of the world’s top news publishers, including USA Today, The New York Times and The Washington Post, deliver replicas of their content across an expanding array of digital channels. Content is provided in the open ePub format, which means it can be downloaded on the IREX DR800SG and transferred to a variety of devices, such as a PC or Smartphone.

“Digital consumers want access to their favorite publications at the touch of a button,” said [Russell P. Reeder](#), president and CEO, LibreDigital, Inc. “At LibreDigital, we’re working with the world’s largest newspaper, magazine and book publishers, and now with IREX, to give consumers easy access to content and the high-quality wireless reading experience they crave.”

The IREX DR800SG – a sleek, 8.1-inch, touch-screen eReader – offers multi-mode 3G wireless capabilities from Qualcomm and Verizon Wireless, provides a reading experience akin to a traditional book, and frees up eReader content with an open approach to buying and transferring content. IREX supports multiple formats including industry standard ePub format and multiple DRM solutions, rather than a single, “closed” proprietary format that locks content to a specific device. In addition to content from LibreDigital and NewspaperDirect, IREX users also have access to the Barnes & Noble, Inc. (NYSE: BKS) eBookstore.

Pricing and availability

The IREX DR800SG with a leather cover will be available later this fall at select Best Buy locations. The device has an MSRP of \$399.99. Wireless access to download content is included in the cost of the DR800SG and no contract is required.

#### Note to editors

For more information please visit <http://www.irexreader.com>, <http://twitter.com/IREXeReader> or <http://www.facebook.com/IREXeReader>.

#### About IREX Technologies

IREX Technologies BV has been instrumental in pushing the frontiers of digital reading since 2001 when it developed the electronic paper display for the Sony Librié, the first commercially-available eReader launched in 2004. Following the formation of IREX Technologies in 2005 as a spin-off company from Royal Philips Electronics, the company's focus on open innovation and cooperation has seen them become one of the world's leading providers of solutions for reading written digital content with the ease and comfort of print on paper. This is combined with the interactivity, flexibility and updating functionality provided by digital information.

#### About NewspaperDirect, Inc.

[NewspaperDirect](#) delivers the world's newspapers and magazines to millions of readers the way they want to receive them – in print, online, on their mobile device or eReader, wherever they live, travel, work or play.

With the most innovative digital publishing technology in the industry and the only no-operational-cost business model, the Company is recognized as the world leader in multi-channel content distribution and monetisation, and is the chosen partner of over 1,150 publishers from 88 countries.

Optimized for PCs, Macs, Smartphones, iPhones, BlackBerry, iPod Touch and eReaders, NewspaperDirect's flagship products ([PressDisplay.com](#) and PressReader) go beyond the traditional text-based formats of other digital editions and deliver full content publications that are compliant with international audit bureau requirements.

[Smart Edition](#), powered by Press Display technology, offers publishers a fully customizable digital edition platform with powerful and proprietary back office reporting and analysis tools (Reading Map, Ad Value Map) that help them optimally manage their content and advertisers. Newspaper Direct provides full hosting, payment acceptance, customer service management and technical support.

For more information, visit: [www.newspaperdirect.com](http://www.newspaperdirect.com) and [www.pressdisplay.com](http://www.pressdisplay.com).

#### About LibreDigital

[LibreDigital](#) makes it profitable to manage and market digital content, providing a web-based warehouse and distribution platform for six of the top ten book publishers and over 175 newspapers and periodicals. The LibreDigital solution allows publishers to store and secure digital content in any form, and to deliver content on-demand to any marketplace, consumer, or device. LibreDigital serves the world's top firms in over 120 countries including HarperCollins Publishers, Hachette Book Group, John Wiley & Sons and Simon & Schuster. Backed by Adams Capital Management, Triangle Peak Partners, Noro-Moseley Partners, the New York Times Company, and HarperCollins Publishers, LibreDigital partners with a number of industry leaders, including Baker & Taylor, to provide a full range of solutions. LibreDigital is based in Austin, Texas, with offices in New York City and the United Kingdom. For more information visit [www.libredigital.com](http://www.libredigital.com). Twitter: [@LibreDigital](#).

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