

PRESS RELEASE



Burgundy Information Services expands its reach with appointment of Sales Director, Helen Cooke

Oxford, UK, 4th April 2008

Burgundy Information Services Ltd provides an invaluable service to independent publishers that do not have access to a large sales and marketing resource. Burgundy specializes in sales to the UK and European markets, paying special attention to the rapidly expanding Eastern European sector and the unique Southern European market.

From April 28th 2008, Helen Cooke will be joining Nancy Buckley and Paul Calow to create a tri-partnership that will continue to allow Burgundy's Services to grow. Helen leaves her existing position of Head of Journal Sales at Sage Publications to become responsible for developing sales to academic and commercial libraries, negotiating site licenses for access to online content, and promoting the migration from print to online on behalf of Burgundy's numerous publishing partners.

Speaking of the partnership, Managing Director, Nancy Buckley stated "Paul Calow and I are delighted to welcome Helen into the company. Helen's French, Spanish and Italian language skills coupled with her excellent negotiation skills and commercial experience will provide our publisher clients with a growth in sales and readership across the Southern European market amongst other regions."

Helen's prior roles at Sage Publications and Blackwell Publishing have seen her develop consortia strategies across Europe, the Middle East and Africa. She has been responsible for managing the growth of a library sales team and is actively involved with the negotiating and sales policy-setting process. Helen is also an active member of the UKSG Transfer working group and UKSG Committee. Speaking of the move Helen Cooke commented "I am very much looking forward to serving the needs of librarians and their users by introducing valuable content from smaller independent publishers to the market. By working together with Paul and Nancy and combining our publishing experience, I will continue to enjoy working with institutions from all parts of the information chain."

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About Burgundy

Burgundy Information Services Ltd is an independent company providing outsourced sales resources to small and medium publishers. Based in Oxfordshire UK, Burgundy contributes to publishers' sales policy, price strategy, license negotiation and sales for online content across European markets.