

PRESS RELEASE



Burgundy Information Services appoints Sales Manager, Aaron Maierhofer

Oxford, UK, 12th April 2010

As demand for Burgundy's Services continues to grow, Aaron Maierhofer will commence his new role with Burgundy in May 2010. Aaron will be responsible for developing sales to academic and commercial libraries, negotiating site licenses for access to online content, and promoting publisher clients at library conferences across German speaking countries. Aaron will also use his experience of selling into Central Europe to manage sales into Croatia, Czech Republic, Hungary, Poland, Romania and Slovakia.

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. Since its formation in 2007, numerous publishers have outsourced their UK and European sales to Burgundy.

Speaking of the partnership, Managing Director, Nancy Buckley stated "I am delighted to welcome Aaron into the company. Burgundy is seeing growth in sales across the European region and we're expanding our sales reach to capitalize on the demand for innovative new publishing models including ebooks and ejournals. Aaron's knowledge of the German and Central European markets will ensure that our publishing clients are well served in this growing market."

Aaron has worked within the software, database and electronic publishing environment for almost ten years, most recently at RefWorks-COS (a division of ProQuest) where he was Area Sales Manager responsible for leading and coordinating all activities impacting customer adoption and acquisition to the Academic, Government and Corporate market. Prior to this Aaron was German and Austrian Sales manager for ILL Index House, a software database and publishing company for worldwide standards, metals and material grades and European law.

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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.