PAPERLIT and AYSLING DIGITAL MEDIA SOLUTIONS Partner in North American Markets

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ANN ARBOR, Mich. (RPRN) 01/31/12 — Strategic announcement

Paperlit and Aysling Digital Media Solutions have reached a strategic partnership in which the Paperlit publishing services will be distributed exclusively by Aysling in the North American markets.

The Paperlit multi-platform publishing service is the leading solution for digital publishing on iPad, iPhone, Android and Facebook. The service has been available since the launch of the iPad and is used by prestigious clients throughout the world such as The Harvard Public Medical Health quarterly, The New York Magazine, The Boston Phoenix, Italy's most important daily, La Repubblica and the leading daily in Turkey Sabah.

Aysling Digital Media Solutions is a market leader in the digital publishing industry and has pioneered some of the first and most important digital publishing projects to date.

The strategic partnership gives Paperlit local presence in a market with over 6,000 publishers and Aysling adds to its digital publishing portfolio as a proven one-stop solution for iPhone, iPad, Android and Facebook production

and distribution.

Gionata Mettifogo, Founder and CEO of Paperlit comments, “From day one, we developed our platform to best serve publishers faced with the challenge of embracing digital distribution at a time when work flow efficiency and hassle free multi-platform management is key. Our goal is and has always been to enable publishers in the digital space, giving them all the tools necessary to carry out their business in the way that best fits their strategy.“

“We chose Aysling for its experience and know how in helping publishers innovate in the digital sector. We are confident that our partnership can benefit publishers in the North American market In the same way we have earned over 35% market share in the iTunes AppStore in the publishing sector in Italy. With this partnership we aim to be the major player offering an effective and trustworthy solution for North American publishers and Aysling is the perfect partner to team up with in order to reach this goal.”

Patrick Becker, President of Aysling Digital Media Solutions added, “Digital publishing is becoming increasingly more important for publishers of all sizes. The market has moved so fast in the past 2 years that there are an infinite number of potential pitfalls for publishers moving into this territory. Aysling has always teamed up with the best technology partners in the world to make innovation and change as easy and smooth as possible. Paperlit’s keep it simple solution, where a publisher of any size uploads his/her pdf and web content and manages all platforms from 1 back office is brilliant and will save our publishing partners important time and dollars. Last but not least, the most recent introduction of a Facebook Social reader managed by the Paperlit platform is another example of our partner’s agility and courage to pioneer, a fundamental skill we look for when partnering with companies. We are extremely enthusiastic about the partnership and the opportunities it holds for all parties involved.”

About Paperlit

Founded in 2009 by Gionata Mettifogo, Paperlit

is a Silicon Valley born software house that supports traditional publishers to implement their access strategies to the digital world. The company offers publishers a 360 degree digital publishing platform (Web, Tablets, Mobile and now also on Facebook), that has the lowest impact on publisher's technologies and internal organization. The company is funded by Zernike Meta Ventures, The Net Value and Annapurna Ventures. Hundreds of publications and media groups have chosen Paperlit including Condé Nast, Glamour Spain, Wired Italy, The New York Magazine, Real Madrid – Grada Blanca, The Times Leader, The Phoenix Media/Communications Group, The Boston Phoenix, Turkuvaz Media Group, Gruppo Espresso-Repubblica, Il Sole 24 ORE, RCS Periodicals and Edizioni S. Paolo. For more information, visit http://paperlit.com

About Aysling Digital Media Solutions

Aysling provides digital publishing solutions, including media production and graphic design, integration and support for Publishers, Corporations and Agencies. Showcasing robust, feature-rich digital publishing solutions – such as Paperlit – Aysling strives to meet its clients' needs for attention-getting digital media content presentation, including: Print, Web, iPad, Tablets and Mobile.

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Digital Media Solutions

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