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FOR IMMEDIATE RELEASE

Earthscan Chooses PubFactory to Develop its EarthLibrary

LONDON – April 20, 2010 — [iFactory](#), an award-winning web design and development firm, and [Earthscan](#), the world’s leading publisher on sustainable development, global environmental change, and environmental technology, are proud to announce their partnership to develop EarthLibrary.

Earthscan selected PubFactory as its official online publishing platform for Earthscan content, and the development of EarthLibrary.

“EarthLibrary is a significant, strategic development for Earthscan, one that will enable our publishing to meet the needs of our markets around the world more effectively in the future. We were impressed with the experience, capabilities and responsiveness of iFactory and we look forward to a close collaboration with them in delivering the new platform,” said Jonathan Sinclair Wilson, Earthscan’s Managing Director.

“EarthLibrary will be a consolidated online resource designed to provide our customers with enhanced options for accessing vital content on the issues affecting the world today – everything from climate change and policy to water management and renewable energy,” added Veruschka Selbach, Head of Sales & Marketing.

PubFactory, the mixed content platform from iFactory, is well suited to achieve the specific goals of the Earthscan Online Publishing Strategy and offers a complete end-to-end solution.

“Our goal is for EarthLibrary to become the world’s leading go-to resource for sustainability information online, bringing the benefits of intelligent searching and browsing, custom publishing, information sharing and more to Earthscan’s authoritative content,” explained Mike Fell, Commissioning Editor for Energy at Earthscan.

PubFactory will provide solutions including robust search/browse functionality, web 2.0 functionality, the ability to manage internal and external content, personalization, and the ability to support multiple content types and delivery options. Key to the development of this customized platform will be the ability for Earthscan to add products and microsites, of which the first will be the *Manual of European Environmental Policy*.

Said José Fossi, CEO of iFactory, “Given our customer base response since the launch of PubFactory in January 2010, it’s pretty clear that iFactory is meeting the business needs of an industry looking to make the transition into ePublishing. We are proud to add Earthscan to our extensive list of renowned publishers as PubFactory continues its rapid, but rational, expansion in both the US and UK markets.”

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About Earthscan

Recently recognized as Independent Publisher of the Year by the Independent Publishers’ Guild, Earthscan is the leading publisher on climate change, sustainable development and environmental technology for academic, professional and general readers. We aim to publish original, reliable and significant work that helps to foster the conditions for genuine sustainability by providing the means for understanding and analysing the issues and the tools for resolving them. Earthscan is an independent, international company with offices in London and Washington DC. For more information, visit <http://www.earthscan.co.uk>

About iFactory

Since 1992 iFactory has provided web design and web application development for more than 150 organizations in a variety of industries including publishing, higher education, health care, and nonprofit. The company brings together design vision, engineering knowledge, and project management skills that result in the highest quality digital media solutions every time, on time. Based in Boston, MA, iFactory is a division of RDW Group, a leading integrated communications firm. For more information, visit www.ifactory.com.

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