



NEWS RELEASE

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Pubnet® Announces Keynote Speaker for 2007 User Group Meeting

Michael Healy, Executive Director of the Book Industry Study Group, to Discuss "Getting the Most from Today's and Tomorrow's Supply Chain"

NEW PROVIDENCE, N.J. – February 13, 2007 – Pubnet®, the publishing industry's leading EDI provider, today announced that Michael Healy will be the Keynote Speaker at the fourth annual Pubnet User Group Meeting to be held March 4-5, 2007 at Indian Lakes Resort in Bloomingdale, Illinois.

Mr. Healy's keynote speech will describe the impact standards, best practices, and certification can have on improving supply chain effectiveness and the tools currently available to achieve greater efficiency. The session will also focus on the preparations now underway to build new standards for the supply chain and will call for industry-wide participation and consensus in their development.

Mr. Healy is Executive Director of the Book Industry Study Group, Inc. (BISG), the US book industry's leading trade association for policy, standards and research. Based in New York, BISG has a mission to help develop a more informed, empowered and efficient book industry supply chain.

Mr. Healy has worked in the book industry since 1983. Before taking up his current role at BISG he was for seven years Editorial Director of Nielsen Book Services, one of the world's leading providers of information, transaction and market-measurement services to the book trade.

For a large part of his career Mr. Healy has been involved in the development and management of standards for the book industry, with particular focus on standards for product identification, metadata and electronic commerce. In 2002 he was appointed by ISO to chair the international committee responsible for revising the

ISBN standard and until November 2006 he was Chairman of the International ISBN Agency.

Other sessions at the User Group will be led by well-known industry experts, including:

- **Jim McLaughlin**, Director of Operations Analysis and Order Fulfillment, Penguin (USA) on the ISBN-13 transition
- Leading POS Vendors serving the publishing industry, including **Dave Walton**, IBD/IRT, **Pat Phillips**, MBS and additional invited guests

Pubnet is offering registration for the event at the price of \$99 for booksellers and \$199 for publishers and suppliers. To register or learn more about the conference, visit the Pubnet website at www.pubnet.org. Users can also contact Bruce Miller at: 908-219-0053 / bruce.miller@bowker.com for more information.

About Pubnet®

Pubnet is a leading publishing industry e-commerce exchange, allowing more than 3,000 distributors, bookstores and other retailers to place electronic orders (POs), and receive back order acknowledgements (POAs), invoices, and advance shipping notices (ASNs) through standardized electronic methods. Pubnet integrates seamlessly with a bookseller's POS system and offers advanced EDI Web-based solutions to industry participants. Visit the Pubnet Web site at www.pubnet.org.

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