

FOR MORE INFORMATION:

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*****MEDIA ALERT*****

"Outside the Book-Publishing Box"

Revolutionary digital publishing platform MagMe
presents at The O'Reilly TOC Conference

MagMe shares first-hand knowledge on revolutionizing the digital publishing landscape and announces its spring 2010 company launch

WHEN: Wednesday, February 24, 2010, 8:30am

WHERE: New York Marriot Marquis Times Square

- The O'Reilly Tools of Change for Publishing Conference
- The Wilder Room at The New York Marriott Marquis Times Square – 1535 Broadway New York, New York 10036 USA

WHAT: "Outside the Book-Publishing Box" presentation by MagMe

- MagMe President and Founder Ken Huang and Marketing and Media Director Albert Kurniadi will share their knowledge of the digital publishing industry
- MagMe is positioned to revolutionize the digital publishing landscape; the company's international launch is scheduled for spring 2010
- In anticipation of the company launch, MagMe will provide insight on MagMe's experience developing the industry's first integrated digital publishing *and* advertising platform
- Mr. Huan and Mr. Kurniadi will discuss the opportunities and hurdles that exist in the digital publishing industry. Subject matter will be relevant to both interactive publications and book publishers
- Topics covered during the presentation will include:
 - Current and future digital initiatives being pioneered and how they will shape the publishing industry
 - Using, selecting and managing social media and the web to 're-package' content and establish new channels of distribution
 - Protecting your brand image in the digital environment
 - How MagMe is addressing real issues and concerns that publishers face in transforming their print material into digital format
 - Turning editorial content into unsold inventory and increasing online revenue through Interactive Advertisement Links (IAL)

- Immediately following the presentation, MagMe will officially announce details about their international company launch

INTERVIEW OPPORTUNITIES:

Questions will be taken following the presentation. Interviews are being scheduled Monday, February 22nd through Thursday February 25th. To arrange for an on-site or off-site interview, please contact Joanna Black: Joanna@gsquaredg.com / p: 646-912-2681.

About MagMe:

MagMe allows magazine publishers to seamlessly digitize their print copies online and monetize it through our interactive advertising model. Publishers will have full participation in the value chain, preserving the relationship they have with their subscribers and advertisers as well as giving them full control over their content. MagMe is not just another distribution channel for publishers. The company empowers publishers by equipping them with value rich tools to actively engage their print advertisers to utilize MagMe's advertising platform and create higher online revenue for everyone involved.

For More information on MagMe, please visit www.magme.com.

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