

PRESS RELEASE

Datalogics Sees Strong Growth in eBook Sales Over 2011 Holiday Season

Chicago, IL, January 12, 2012 — Datalogics, Inc., the premier channel for Adobe document technologies, today reported a 92% increase in month-to-month transaction volume from November to December 2011.

Datalogics provides Adobe Content Server transaction processing to customers in 58 countries, for customers representing over 400 eBook sellers and lenders. The aggregate volume of eBook transactions increased dramatically in December with the majority of transactions happening in the last 6 days of 2011 as consumers received eBook reading devices as gifts during the holidays.

“As the leading provider of technologies for both consumers and vendors in the eBook space, Datalogics is uniquely positioned to chart the rate of adoption of eBooks in the marketplace,” notes Kevin McNeill, President of Datalogics. “We’re very happy to see the continued success of our customers, and look forward to supporting their continued growth in 2012.”

“We have more than doubled our sales in December,” remarks Roman Jansen-Winkeln, President of Satzweiss, a Datalogics customer, provider of software and services in the publishing industry, and one of the largest eBook resellers in Germany. “The Adobe Content Server technology is proven, reliable and very scalable; and the support we’ve received from Datalogics has been top-notch.”

Datalogics provides licensing and direct support for several eBook technologies:

Adobe Content Server

Adobe Content Server (ACS) software is Adobe’s robust server solution that digitally protects PDF and reflowable EPUB eBooks for Adobe Digital Editions software and supported mobile devices, including eInk, smartphone apps and tablet devices.

Adobe Reader Mobile SDK

The Adobe Reader Mobile SDK (RMSDK) is a software developer toolkit that provides EPUB and PDF rendering capabilities for software developers. It is compatible with Adobe Content Server; devices and applications built with RMSDK can display content licensed through Adobe Content Server.

Adobe Vendor ID

Adobe Vendor ID is a separate standalone toolkit streamlines the content authorization and device activation process for eBooks, improving the reading experience for your users.

DL Reader

DL Reader is a customizable EPUB and PDF eBook reading app for publishers and eBookstore operators. It is available for iOS and Android devices, and can be customized with your brand identity and tied to your eBookstore, enabling you to quickly and easily deploy a branded eBook viewer without any programming effort.

Free, fully-functioning unbranded versions of DL Reader are available:

- for iOS via the Apple App Store (<http://itunes.apple.com/us/app/dl-reader/id447700560?ls=1&mt=8>);
- for Android via the Android Market (<http://market.android.com/details?id=com.datalogics.dlreader>) and the Amazon Market (<http://www.amazon.com/Datalogics-DL-Reader/dp/B0063M9BP4>)

About Datalogics

Chicago-based Datalogics, Incorporated, an Adobe Portfolio Company, has dedicated over 40 years to delivering the highest quality software technologies and services that meet the most demanding customer needs. Datalogics is the premier source for Adobe eBook and PDF developer technologies, including Adobe Content Server, Adobe Reader Mobile SDK, the Adobe PDF Library with .NET and Java interfaces, Adobe Normalizer, Adobe PDF Print Engine, and the Adobe Digital Publishing Suite.

For more information, visit www.datalogics.com.