

Tizra Beats Sales Goals Following Product Debut

Signings with The New York Botanical Garden Press, The Federation Press and others validate Tizra's publisher-friendly approach to ebook sales

March 31, 2008 (Providence, RI)—Since the first public demo of the new Tizra™ Agile PDF online book platform in February, Tizra has exceeded sales goals and begun active collaboration with major partners including Quebecor World.

In the past two weeks, Tizra announced signings with two prestigious book publishers: The New York Botanical Garden Press, one of the largest and most highly regarded publishers in its field, and The Federation Press, one of Australia's leading publishers of legal, social and academic journals and books. Tizra's sales traction exceeded the milestones established by Rhode Island's Slater Technology Fund, a key Tizra investor.

"I couldn't be more pleased with the early sales traction Tizra has shown," said Slater Managing Director Thorne Sparkman. "A strong market response based on the worldwide excitement around online delivery is exactly what we hoped to see when we began working with Tizra last year, and confirms our belief that the time has now come to scale up the company's sales and product development efforts."

Tizra CEO David Durand added, "From the beginning, publishers have been excited about the level of control Agile PDF offers them, and by the possibility of avoiding expensive custom development. But now that they're seeing Agile PDF in production on live sites, interest has really taken off."

Federation literally searched the world before deciding on Rhode Island-based Tizra. "After researching all our options, we find that Tizra offers us the best combination of capability, flexibility, and affordability, said Linda Nix, Federation's manager of business development.

The New York Botanical Garden based its decision in part on the new ways Agile PDF will let them repackage their content to address rapidly changing market conditions and research habits. "Our books are unique and definitive, yet the cost and inflexibility of print increasingly restricts their potential," said Nate Smith, associate director of The New York Botanical Garden Press. "Tizra's approach lets us repackage and remix the extraordinary editorial assets we already have to reach new markets and offer our existing readership new tools to access the references they depend on."

Since the Agile PDF debut, Tizra also began a potentially significant partnership, producing two demonstration sites for Quebecor World. Quebecor World is not only one of the largest print media service companies in the world, but also provides important value-added services including pre-press, digital services and world-class logistics solutions. "Tizra's software enables us to provide digital capabilities many of our customers desire as extensions of their print brands, said Marilynn Jacobs, VP of Marketing in Quebecor's Magazine Division. "We were really impressed with how

quickly we were able to go from print content to fully branded online storefronts and more important, our customers were impressed as well.”

About The New York Botanical Garden Press

The New York Botanical Garden Press (www.nybgpress.org) has one of the largest publishing programs of any independent botanical garden in the world and provides a means for communication of research carried out by scientists at The New York Botanical Garden and elsewhere. Begun in 1896, the program focuses on advances in knowledge about the classification, utilization, and conservation of plant life.

About The Federation Press

The Federation Press is an independent, Australian-owned and run publishing company specialising in legal, social and academic books. It was founded in 1987 by Kathryn Fitzhenry, Christopher Holt and Diane Young, the three executive directors and majority shareholders. To learn more, please visit www.federationpress.com.au.

About the Slater Technology Fund

The Slater Technology Fund is a state-backed venture capital fund that invests in new companies committed to basing and building their businesses in Rhode Island. Slater focuses its resources on the *support of entrepreneurs* who have the vision, leadership and commitment to build substantial commercial enterprises. Slater typically invests at the inception stage in the development of a new venture, often based upon ideas and technologies originating in academic institutions and/or government research laboratories located within the region. In most cases, investments are premised upon the possibility of raising substantial follow-on financing, from venture capital investors or from strategic partners, with a view toward accelerating the generation of significant numbers of high-value, high-wage jobs over the intermediate to longer-term. For more information, visit www.slaterfund.com.

About Quebecor World

Quebecor World Inc. (TSX: IQW) is a world leader in providing high-value, complete marketing and advertising solutions to leading retailers, catalogers, branded-goods companies and other businesses with marketing and advertising activities, as well as complete, full-service print solutions for publishers. The Company is a market leader in most of its major product categories, which include advertising inserts and circulars, catalogs, direct mail products, magazines, books, directories, digital premedia, logistics, mail list technologies and other value-added services. Quebecor World has approximately 28,000 employees working in more than 115 printing and related facilities in the United States, Canada, Argentina, Austria, Belgium, Brazil, Chile, Colombia, Finland, France, India, Mexico, Peru, Spain, Sweden, and Switzerland. Web address: www.quebecorworld.com

About Tizra

Tizra’s mission is to help businesses to flexibly package, deliver, and sell information online. Tizra’s Agile PDF hosted solution enables publishers to generate immediate revenue and gain experience in online content sales without content conversion or custom

development costs. As the Internet continues to transform information delivery, Tizra enables customers to control their website, products and terms of sale, and lets them focus on tuning their products and strengthening customer relationships rather than worrying about technical infrastructure. The company is headquartered in Providence, RI. For more information about Tizra, please visit <http://tizra.com>.

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