



Press Release

Contact:

Sandra K. Collins
703.709.3000 x137
sandi@apexinc.com

**APEX MAKES JOURNAL BACKFILE CONVERSION MORE AFFORDABLE
FOR ALPSP MEMBERS**

Small and Large Publishers Can Now Pool Their Purchasing Power To Realize Greater Savings

London, England–December 1, 2003 – Apex, a leading provider of information asset and business process outsourcing services, announced today that it has launched an innovative new program to make backfile conversion substantially more affordable for members of the Association of Learned and Professional Society Publishers (ALPSP). The program was designed to place small and large journal publishers on equal footing in the market for backfile conversion services. It is also expected to encourage many publishers to follow the successful examples of Sage and the Institute of Physics, two pioneering publishers who helped establish the journal backfile conversion market in partnership with Apex. Concurrent with the program launch, the same two publishers will lead an in-depth seminar on the practical aspects of journal backfile conversion. The seminar, co-sponsored by Apex and ALPSP, is open to all ALPSP members and is being held today at One Birdcage Walk, Westminster, London.

“We are delighted to make it easier and more affordable for ALPSP members to create high-quality digital backfiles,” commented Joel Poznansky, President of Apex ePublishing. “For many ALPSP members, this program will open the door to a world of new products, new customers and new revenue streams. As a result, the return on journal backfile conversion, already demonstrably high, will rise even higher.”

“Today’s seminar is the perfect complement to the new program launch,” explained Jeff Moyer, Vice President at Apex ePublishing. “Sage and the Institute of Physics have first-hand knowledge of the backfile conversion process and they understand how to leverage converted backfile content in the digital world. In addition to answering questions and leading discussion, they will present a practical approach to journal backfile conversion based on the lessons they have learned. This is the perfect opportunity for publishers who are still considering journal backfile conversion and who would like to hear from those who have gone ahead and determined the best way forward among the many options available.”

ALPSP members will be given more information on the backfile conversion program at tomorrow’s seminar. Members and non-members who do not attend the seminar can contact Sandra Collins at Apex for further information. Her phone number in the USA is (1) 703 709-3000, x137 and her email address is sandi@apexinc.com.

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About Apex

About Apex: Apex (www.apexinc.com) is a leading provider of information asset and business process outsourcing services to Fortune Global 1000 companies. The company helps publishers, as well as academic and research libraries transform archives, special collections, and other source materials into high-value, high-impact information assets. It provides engineering services to companies in the energy, power, telecommunications, transportation, computing and manufacturing industries. An Apex subsidiary, Apex CoVantage, provides contact center solutions and business process outsourcing services to companies in the financial services, utility and telecom industries, among others. Another Apex subsidiary, LinearVision, provides visual data solutions for asset management and asset inspection to power distribution, gas pipeline and railway companies.