



PRESS RELEASE

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APEX VP BILL KASDORF TO PARTICIPATE IN PANEL DISCUSSION AT DIGITAL BOOK WORLD

Panel of Experts to Explore “Core Metadata: The Key to Discovery and Transaction”

HERNDON, VA – January 11, 2011 – Apex CoVantage, a leading content solutions company, announces that Bill Kasdorf, Vice President, Apex Content Solutions, is scheduled to participate in a panel discussion at Digital Book World 2011, January 24-26 in New York City. As one of four panelists, Mr. Kasdorf will share his views on “Core Metadata: The Key to Discovery and Transaction.”

The discussion, January 26 from 10:30 am – 11:20 am, will be led by Scott Lubeck, Executive Director of the Book Industry Study Group (BISG). BISG has been helping publishers with metadata challenges for years and has identified 25 core elements that must be right in a publisher’s metadata or sales will certainly be lost. Rounding out the panel are Wendell Lotz, Vice President, Ingram Content Group and Fran Toolan, President, Firebrand Technologies, Inc.

“We’re in the Metadata Millennium,” said Mr. Kasdorf. “Largely prompted by the growth of eBooks, publishers are realizing that metadata is the essential lubricant that makes the whole book supply chain work smoothly. It’s what enables people to discover, buy, use, and discuss books in all the myriad forms and formats today’s rich digital landscape makes them available in—including print.”

Mr. Kasdorf heads the Metadata Subgroup of the IDPF EPUB3 Working Group, which is about to release the specification for the next generation of the EPUB standard. He is General Editor of *The Columbia Guide to Digital Publishing*, a major print and online reference work published by Columbia University Press. With his colleagues at Apex and strategic partners, Mr. Kasdorf provides comprehensive workflow and business process consulting that enables Apex clients to transform their content and processes through the use of best-of-breed technologies, services, and practices, resulting in faster throughput, better staff utilization, lower costs, and richer, more dynamic content.

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About Apex CoVantage

Apex CoVantage is a private, employee-owned company that for more than 20 years has helped businesses to develop and execute strategies in the information and knowledge fields. Based in Herndon, Virginia, Apex was a pioneer in the market for off-shore knowledge-based solutions; we now have over 2,500 employees here and abroad. From the beginning, Apex specialized in developing and improving man-machine processes that optimally combined human creativity with machine processing efficiency, sometimes finding transformative solutions leading to quantum

gains in efficiency—often well beyond what clients thought possible. For more information, please see our website at www.apexcovantage.com.