



NEWSBYTES

From DPP Press

BEA Special Edition

Premium Small Press Area - Booth 518

eBooks—Reinventing Reading

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DigitalPulp Publishing

Full service
eBook
company

Distribution
Publishing
Promotion

NICKY'S NARRATIVE



THE BEA PRESS KIT CHALLENGE

The challenge: To creatively compile a press kit for the biggest annual event in the book industry...making sure it contains all the pertinent information necessary: What is the company, how does it do business, who are the people involved; Why are they exciting? Oh, and by the way, be sure to **GRAB THE ATTENTION OF THE MEDIA!**

To meet the challenge: Take the company's bi-weekly newsletter format and include all the information needed for a press kit : news release; company backgrounder; bios; the who, what, when, where, and how of the business; and what's new in the industry the press ought to know (list that in the table of contents to the left of this column so that they know what's in store).

Start with the narrative that's always included in the first column of the newsletter and gab a bit about the company (DigitalPulp Publishing, aka DPP). Talk about when it was founded (a year and a half ago), who the founders are (Genee Miller Coté and her husband, David Coté), and how they merged their love of books with their expertise in technology to create a full-service ePublishing company (which

means that DPP distributes, promotes, and publishes eBooks for independent authors, self publishers and small presses).

Toot the company's horn a bit, saying that DPP went from a home office to a fabulous office space in downtown Palm Springs in October, 2005. That the company also opened the "doors" to its online bookstore the first week in January with just seven eBooks and now, only four months later, has 100+ titles on its digital shelves, with a 100 waiting to be stocked.

Make sure that the press knows all the information they need about DigitalPulp Publishing is in this periodical. Ask them to stop by the booth (# 518 in the Premium Small Press Area) and meet you and see the "goods". Tell them you also welcome emails (info@DPPpress.com) and phone calls (877-382-8100).

Challenge met.

Nicole (Nicky) Pitman,
Director of PR/Marketing
nicpit@DigitalPulpPublishing.com

SITE-INGS

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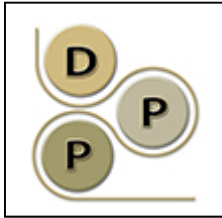
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We invite you to visit us!



NewsBytes

NEWS RELEASE

DIGITALPULP PUBLISHING

DigitalPulp Publishing (DPP) goes to Washington - To exhibit at BookExpo America, Booth 518

DPP MAKES ITS DEBUT AT BEA THIS YEAR AS A FULL-SERVICE eBook COMPANY FOR INDEPENDENTS. OFFERS PERSONALIZED ATTENTION, CREATIVE MARKETING, AND CUTTING-EDGE eBooks

*Meet
Self-Publishing's
Greatest Champion,*



Coauthor:

*"The Complete Guide to
Self-Publishing"*

DPP

at

BEA

Booth 518

*Talk books with
Brad Grochowski:*

Owner of

authorsbookshop.com



Palm Springs, CA . May 10, 2006 - DigitalPulp Publishing, a Southern California-based ePublishing company, is exhibiting at this year's annual BookExpo America (BEA) event in Washington, D.C.

"We attended BEA last year to see what it was all about," says co-founder and CEO of DPP, Genevieve Miller Coté. "This year we are going to BEA to show everyone what we're about."

BEA's Premium Small Press Area will be buzzing with energy from Friday, May 19 through Sunday, May 21 and DPP will be part of the excitement at Booth 518.

Genevieve Miller Coté will be speaking on how to seize eBook opportunities in a session titled "eBooks: Nothing to Lose, Everything to Gain" on Saturday, May 20 at 11 A.M. in the ForeWord Magazine Booth (#606 in the Premium Small Press Area). "If you can't make it to BEA, visit the DPPpress website (www.DPPpress.com)," suggests Coté. "It's easy to navigate and provides a wealth of general information about eBooks and the emerging eBook market."

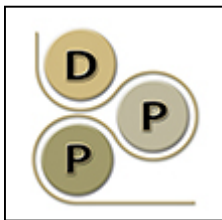
The year and a half old company publishes, promotes, and distributes eBooks. First-time authors can find a voice through DPPpub (www.DPPpub.com). Through DPPpress (www.DPPpress.com), self-publishers and independent presses who already have books in traditional print can utilize DPP's services to create eBooks, and those who already have eBooks can gain a new channel for distribution in the DPPstore (www.DPPstore.com).

"Any author or publisher who doesn't create an eBook at the same time they are producing traditional print book is missing a huge opportunity," says co-founder David Coté. "Working with DPP, it costs you absolutely nothing to create and distribute eBooks. You have nothing to lose and everything to gain in profits from eBook sales."

BookExpo America is the largest publishing event in the United States, bringing together publishers, booksellers, librarians, retailers and rights professionals from some 93 countries. This year BEA will take place at the Washington Convention Center. Educational programs and special events run from May 18–21, while the exhibit halls and international rights marketplace are open from May 19-21.

Joining DPP in booth 518 are Marilyn Ross and Brad Grochowski. Ross, self-publishing's greatest champion and CEO of SelfPublishingResources.com will have books available and be on hand to answer questions. Grochowski, owner of authorsbookshop.com, will also be available to answer any questions and provide information about the world's best place to find independent books.

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NewsBytes

I cannot live without books.

-Thomas Jefferson

To acquire the habit of reading is to construct for yourself a refuge from almost all of the miseries of life.

-W. Somerset Maugham

DPP was originally created to publish the work of David Coté, Genene's husband. David likes to joke, "Ironically, none of my books have met Genene's and DPP's standards"

GENENE'S STORY

I have always loved books!

My earliest memories are of me sitting next to my Dad as he read me a story. It was our nightly ritual. We were the Somerset Maugham family – traveling throughout South East Asia.

I have a little obsessive compulsive thing, and so, over the last 25 years I have kept a list of the books I read each year. The running average per year is 108. That should tell you that I pretty much read anything – good biographies, current events, literature and fiction. My guilty pleasure is “rip-the-cover-off-so-no-one-knows-what-you're-reading” fiction.

It is probably no surprise that I grew up and married an author. My husband, David, has authored three books, written for his own website and been an active political columnist.

When you have a habit (some call it an addiction) as compelling as mine, you need to find a way to support it. Libraries, used bookstores and paperback exchanges are good, but I still need more – I need a constant supply of new books.

That is the primary reason I became a publisher.

But getting here has been a crooked road! Which means that I've had a lot of jobs: waiting tables, tending bar, switchboard operator, secretary, bookkeeper and stockbroker, just to name a few.

It finally became obvious that I should be self-employed. I've started a lot of businesses – a trucking company, an accounting practice, a software development firm and a business consultancy– again, just to name a few.

One day, while innocently looking for office space, I met my match. He was as crazy as I, a serial entrepreneur and an insatiable reader. I had to marry him! Turns out he was all excited about this new technology. Something to do with CD's (sounded pretty seedy to me!). He was convinced that CDs would forever change education and cre-

ate an exciting new platform for publications.

His enthusiasm was contagious and I ended up working with him for the next fifteen years. We were lucky enough to do some great publishing projects, and we've had a lot of fun.

In the last five years we have focused more than ever on education and publication.



Last year we embarked on a new venture – DigitalPulp Publishing because we believe that eBooks and ePublishing are exactly where CD-ROM was 15 years ago. We want to be a part of revolutionizing knowledge exchange and publishing.

We invite you to join us in this new adventure.

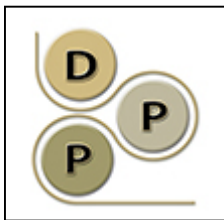
Genene Miller Coté
Co-Founder & President
gmc@DigitalPulpPublishing.com

Genene Coté and her husband, author David Coté, have more than seventy years of combined business experience. They bring a unique understanding of intellectual property and technology to DigitalPulp Publishing. They were pioneers in the CD publication market.



Love to Read? Try an eBook

The DPP team has a vast amount of experience in writing, editing, and publishing manuals and newsletters. Between (and among) us, we have thirty years experience as software developers. We know the ins and outs of digital rights management (DRM), copyright and data security. We are editors and marketers with a wealth of experience in creating e-commerce and viral marketing strategies.



NewsBytes

eBooks represent the fastest growing segment of the publishing industry.

—Steve Potash,
Director, International
Digital Publishing
Forum

For the new generation eBooks will be as natural to them as television is to us.

—Dan Brown, Author,
The Da Vinci Code

eBooks are not a replacement for print books. Just as there are hard covers, trade paperbacks, mass market paperbacks and audio books -- there are now eBooks. It's another form.

—M.J. Rose, Author
Lip Service

EBOOKS: GRAB A PIECE OF THE ACTION!

The American Publishers Association announced last month that eBook revenue had jumped 50.1% between the months of December, 2005 and January 2006. Is it any wonder that eBooks are the largest growth market in publishing today? eBooks represent a new medium for publishing, marketing, sharing ideas and circulating expert knowledge. No other medium has the flexibility and unique advantages of eBooks.

Now is the perfect time to grab a piece of the action since eBooks and ePublishing are in the news every day: Sony introducing a new eBook reader; Dan Brown (best-selling author of *The DaVinci Code*) heralding the benefits of eBooks for readers and authors; Random House (CEO Jane Friedman) announcing, "Digital is our destiny."

Look at the opportunities! eBooks offer unprecedented revenue potential for authors, small presses, and businesses. Yes, I said businesses. eBook publishing offers fabulous opportunities to lower your publishing and marketing expenses, generate buzz and create profits.

eBook readers are a diverse group, including technology early adopters, business information and reference users, students and travelers of all types. eBooks are popular because they are convenient, portable, discrete and immediately accessible. Much of the new, edgy and unique material is coming out in eBook format.

eBooks are a launching point for innovative new authors and eliminates the traditional barriers to publishing. You don't

have to go through the maze of agents and publishers or to shell out thousands of dollars to print. With the advent of eBooks, authors now have unprecedented creative control over their work from editing to cover design and distribution.

Every publisher should ask their printer to create an Adobe Acrobat (PDF) version of their manuscript when they send the book to press. The PDF is the most widely used, simplest form of an eBook, and immediately gives you access to a different audience: younger, hipper and wired. Publishers also realize the cost savings from eBooks – no returns, no remainders, and no distribution headaches. eBooks are simply another book format to add to your hard cover, trade paperback, mass market paperback and audio books.

Corporations are an emerging market segment. Businesses have been using eBooks to publish in-house information and company catalogs for years. Now, smart business people have a new opportunity to promote themselves and their company by publishing an eBook.

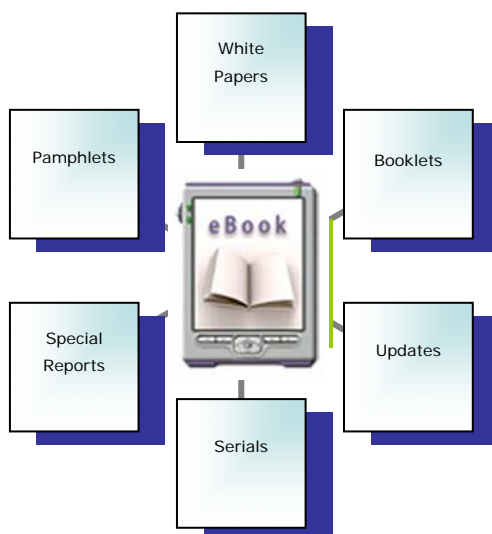
Every industry has challenges and those who find solutions are the instant experts. A short, well-written and informative eBook lets you capitalize on your expertise, promote your solutions and create marketing opportunities.

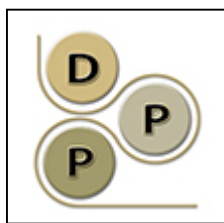
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Grab a piece of the action!





NewsBytes

**The DPP
eBook Market Study**

20% of the publishers surveyed have and sell at least one book in eBook format.

Of the publishers who do not create and sell eBooks the top three reasons they cited are:

- Simply too busy just selling print books to refocus on digital publishing - **33%**
- Do not have the technical know how and/or equipment - **33%**
- Books heavily illustrated or tied to other media and not appropriate for eBook format - **10%**

**Compelling facts:
the very reason for
DPPpress.**

We help authors, self-publishers and small presses create and sell ebooks.

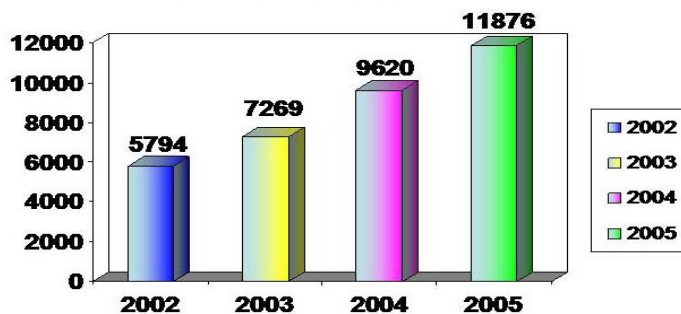
BY THE NUMBERS

2004
In 2004 unit sales of eBooks rose 121% over 2003 while revenues were up 132%.

2005
Net sales for the United States publishing industry are estimated to have increased by 9.9 percent from 2004 to 2005 to a grand total of \$25.1 billion, while eBook book net sales increased 44.8 percent to \$179.1 million during the same period according to figures released by the Association of American

Publishers (AAP). The sales figures in this report are based on year-to-date data in the AAP 2005 December Monthly Sales Report.

Annual eBook Revenue in Millions



The statistics courtesy of the International Digital Publishing Foundation which gleaned these numbers from member self-reporting

HOW DO YOU READ AN EBOOK?

Here is the most common statement I hear about eBooks: "They seem like a good idea, but who wants to take their computer to bed with them?"

My sentiments exactly! But the good news is that a computer is only one of several ways to read an eBook.

Certainly many people read eBooks on desktop computers, laptops and tablets. This works well for reference material, but isn't a terrific way to read a novel.

Many people use their Personal Digital Assistants (PDA) for lighter reading. A simple Palm, Windows PC or Blackberry provide hours of reading pleasure. The screens are colorful and crisp. If you are a fast reader you may find it tiresome to keep tapping or pushing your navigation button to scroll.

The latest class of PDAs are smart phones which are small and light. The fact that you can carry one with you everywhere may offset the disadvantage of the small screen. I, personally, am too old to read this way - my eyes aren't that good. For the Ipod generation, however, type size is not a problem. And speaking of ipods - they actually work well for reading eBooks.

Finally, there are dedicated eBook read-

ers available. The first versions were a great idea but the technology was quite primitive. Lots of people tell me that they have an old Rocket reader in a drawer somewhere. The newer eBook readers - eBookwise 1150 and Cybook have more features and better displays. While they have great advantages over earlier hardware they are still maddeningly proprietary and fairly heavy.

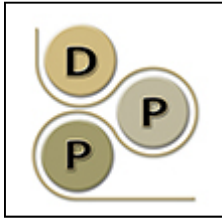
Sony, Philips (Irex) and Panasonic are all introducing new versions this year. These new readers use an updated screen technology called electronic ink so that the display is more paper-like. They are lighter and include additional features.

Keep your eyes open for the new OLED screens. The screens roll up like a scroll. Everything old is new again!

So what is the best way to read an eBook?

That is up to you. My kids tell me that hands-down the PDA is best. My old eyes prefer a dedicated reader.

A great way to answer all your eBook questions - check our FAQs (www.DPPpress.com/faq.html)



NewsBytes

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 for Independent Authors,
 Presses, and Readers

Why eBooks?

- ◆ Fastest growth area in publishing
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- ◆ Your book is published in a few weeks
- ◆ Your books are never out of print
- ◆ No middle-men

The DPP Blog

A place to read and write

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DPPpress promotes, markets and sells eBooks. We offer authors, self-publishers and independent presses a new digital distribution channel.

We are marketing and technology experts who learned marketing, eCommerce, computer services and software development the old fashioned way. We were among the very first companies to embrace the Internet and start using it as a marketing medium. In 1998 we were instrumental in forming a company that pioneered viral marketing strategies.

We specialize in data security and data storage — we sometimes cut ourselves on the bleeding edge of technology, but we keep at it.

We use our experience to make your book a success. We are writers, editors and publishers. After all, we started writing, editing and publishing manuals and newsletters in the 1980s. By 1993, we were publishing on CD-ROM. In 2004, we converted our digital publishing to eBook formats.

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DPPpub is the place where new and independent authors have the opportunity for creative, editorial, and financial freedom.

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There are no middle-men to deal with which means that authors work directly with DPP, giving them the ultimate say on every creative aspect of their book.

No middle-men means higher royalties. It costs you absolutely nothing to publish and sell your eBook with DPP, and there are no agents or managers to share in your profits.

DPP authors retain traditional print rights to their book(s). Publishing as an eBook first allows you to test market your book's content, cover art, price and title. It gives your book exposure and an opportunity to garner testimonials, reviews, and

DPPpress opens a new distribution channel for your books. Our free service provides opportunities for increased book exposure, sales and profits.

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- ◆ Editing and Publishing Newsletters
- ◆ CD ROM publishing

Technology and Marketing Expertise

- ◆ 30 years as software developers
- ◆ DRM, copyright protection and data security
- ◆ Contributors to the formation of commerce viral marketing strategies

We are passionate about creating, building, and promoting a new platform for authors, self-publishers and independent presses.

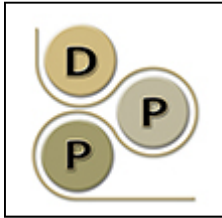
Join us in Reinventing Reading!

sales before ever getting your book into traditional print.

Once your book is posted in the DPPstore, you can continue to make changes to any aspect of your book, bio, reviews, etc.; A customized press release is immediately sent out when your book is on the DPPstore "shelves" and DPP will work with you to continue marketing your book to get it the greatest possible exposure; Royalties are paid directly to you quarterly.

DPP puts out a bi-weekly ezine — NewsBytes — which is automatically delivered to your email box once you become an author. NewsBytes offers inspiration, information, and self-promotion tips to help you market your book.

The DigitalPulp Publishing blog offers information and a place for authors to post their ideas and their work.



NewsBytes

*Save a tree...
Read an eBook.*

eBooks are here. I believe they are here to stay. Welcome to the wonderful world of choice.

—Dan Brown,
Author *The Da Vinci Code*

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We also have taken select Gutenberg Project texts and converted them to proper eBooks in order to offer FREE content to our customers.

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The DPPstore also produces a blog (www.DPPEbookstore.blogspot.com) that is a great source for information about the store, eBooks, and all things "e."

eBooks are not meant to take the place of traditional print books, but they do offer an alternative way to read. They also save trees, space, even save marriages! Some of the eBook reading devices have back-lighting, so you can read in bed leaving your significant other undisturbed.

The DPPstore offers books by independent authors and publishers for independent readers and thinkers. The DPPstore: Reinventing Reading.

OUR NEWEST TITLES



Crimson Ice

By A.J. Alise

Genre: Mystery

This detective novel maintains the traditional form, while adding a new dimension - a strong, maternal woman as a hero



Beating Kings & Burning Angels

By Lewis James

Genre: Contemporary

Interwoven vignettes in the style of 'Crash', explore the racial tensions of L.A. in the days just before, during, and after the Rodney King riots.



Death of Innocence

By John Bourne

Genre: Mystery

Mark Green has lived a quiet, contented life. And then he finds a big bag of money...Taking him into a dark, new world...

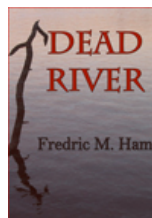


Extremophile

By Ian McKinley

Genre: Sci-Fi

A plausible near-future where beautiful people pursue an elixir of youth. This rollercoaster, round-the-world quest fuses external dangers with internal sexual tensions.



Dead River

By Frederic M. Ham

Genre: Mystery

What happens to a man whose daughter has been kidnapped? To what lengths will Adam Riley go to ensure justice is served?

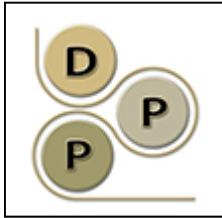


Medicinal Remedies

By Kathy Pratt

Genre: Romance

Kristy Peterson is an ICU nurse. Faced with care-taking in her personal, as well as her work life, the stress rises to a boiling point and her patients pay the ultimate price.



NewsBytes

DigitalPulp Publishing

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Blogs:
www.DigitalPulpPublishing.blogspot.com

www.DPPeBookStore.blogspot.com

I suppose publishers are untrustworthy. They certainly always look it.

- Oscar Wilde

Don't forget to Visit:

DigitalPulp Publishing

Booth 518

MEET THE STAFF



Nicole (Nicky) Pitman (*PR/Marketing/Authors' Advocate*) is a bundle of contradictions: fairly complex and yet inexplicably simple. She brings her love of writing, desire to make good things happen for others, and her

creative promo skills to DPP.



David Coté (*Co-Founder*) The inspiration for DPP and the quintessential entrepreneur . Currently working on a new book and a new business. It's a race to the finish. Stayed tuned!



Catherine Hodge (*Publisher Outreach/Art Director*) is a mother of three and self-proclaimed geek. Catherine says, "this Midwestern girl finds herself staring out her office window at palm trees while she gets to work with

big words, great ideas, and smart people. It doesn't get much better than that!"



Barbara Barker (*Office Manager*) loves her job! She lives with her main squeeze Brody (a 3 year old apricot colored poodle). Barb believes life is an adventure. She's a gung-ho participant!



Gary Takesian (*Web Meister*) takes great pride in being an original nerd. Gary is a gifted musician, composer, and graphics artist. He and Genene have worked together for over 15 years.



Daniel Green (*Store Meister*) has a love of singing, writing, culture, and, well, love itself. He sees every day as an opportunity to make himself and the world a better place. If you meet him, say 'hi'. He will have a smile for you.

FUN FACTS

DPP'S CHRONOLOGY

September, 2004: Incorporated DigitalPulp Publishing. A California Corporation...Working out of David and Genene's dining room.

January, 2005: First Website: www.DigitalPulpPublishing.com; now we looked like a real company

April, 2005: Signed our first author: we were real publishers!

June, 2005: Attended BEA and DPPpress was born to help other publishers create and distribute eBooks.

October, 2005: Our staff grew from two, to three, and then to four, but the dining room

didn't. We moved into our current office in downtown Palm Springs. Coffee places everywhere! DPP was brewing too!

January, 2006: DPPstore opened with 7 titles - a great beginning!

March, 2006: 57 titles in the DPPstore - growth by a factor of 8!

April, 2006: Paid our first royalty checks and ended the month with signed contracts for 161 titles - close to triple the growth in one month!

May, 2006: Exhibiting at BEA. Come find out more about us at Boot 518.