

Les Éditions Québec Amérique launches its iPad bookstore with Nubook

Montréal, Québec, November 19, 2010. Les Éditions Québec Amérique, the leading publisher and creator of visually innovative reference works, and Nubook, the leading developer of customized iPad-based apps and ebook readers for publishers, announced today that Les Éditions Québec Amérique will be deploying its very own iPad bookstore to cater to its ever-growing number of customers looking to read and consult digital works.

Under the agreement, Nubook will develop Les Éditions Québec Amérique's branded iApp, customized reader and dedicated bookstore for its collection of visually stunning digital works. Customers will be able to directly browse, buy, and read a variety of ebooks directly within Les Éditions Québec Amérique's iPad application.

The first works to be deployed in the bookstore include the renowned Visual Dictionary in many formats, a collection of encyclopaedias and atlases. Les Éditions Québec Amérique will offer in time a wide range of general, family and children's reference works as well as some free titles. Some titles will feature an enhanced reading experience, with integrated videos.

Les Éditions Québec Amérique's digital bookstore will be available by the end of the year 2010. Advanced reading features will be systematically added to continuously enhance readers' entire experience.

"The collaboration with Nubook has helped add an exciting new dimension to our ebook publishing strategy," said Caroline Fortin, Vice-President of Québec Amérique. "The result is a unique iPad experience that goes beyond the simple ereader to fully embrace the wealth of features the iPad offers and present books with fully colored content."

"Les Éditions Québec Amérique has always been the pioneer in the design and development of reference works—both in Quebec and around the world," said François Guérad, CEO of Nubook. "By deploying their very own digital bookstore on the iPad, Nubook is not only enabling Les Éditions Québec Amérique's push into the digital realm but also helping the publisher to preserve its brand equity with its valuable customer base."

Les Éditions Québec Amérique

Québec Amérique International (QAI), a division of Les Éditions Québec Amérique, designs, produces and distributes high-quality and visually stunning reference works that are adapted to a wide variety of reading platforms. With over 20 years experience in international publishing markets, QAI has developed partnerships with renowned publishers worldwide. QAI is also the publishing force behind the very

popular *Dictionnaire Visuel*. Since the dictionary was first released, it has been translated in nearly 35 languages and sold in over 100 countries, making it one of the most important reference works in the world. For more information, visit: www.qa-international.com

Nubook

Nubook offers specialty publishers practical, end-to-end solutions to bring their back- and front-lists into the digital realm. From iPad apps to iPad and online ebook readers, Nubook solutions are secure, efficient and cost-effective to deploy. Forget complex platforms and pie-in-the-sky content enhancement: Nubook provides a saner approach to transitioning to digital, from both a production and business model standpoint. With over 40 years experience providing publishing and print production technology and services, Nubook's distinct advantage over other providers: we understand the business. For more information: www.nu-book.com.

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