



For immediate release

20th November 2006

Ref: 0706

ACCUCOMS announces first signing for US sales representation

ACCUCOMS BV, a leading provider of sales and marketing services to scholarly and society publishers, today announced its first signing for US sales representation, just a few weeks after the launch of the service at the October Frankfurt Book Fair.

Future Science Group has appointed ACCUCOMS to provide locally-based sales representation in North America. The service includes researching leads, visiting potential customers, giving demonstrations, arranging trial access and negotiating site license access for individual institutions, large corporations, multi-nationals and consortia.

“We are excited about the potential that our partnership with ACCUCOMS offers,” said Stephen Galt, Sales Manager at Future Science Group. “The US is the largest single market on the planet. As an STM publisher it seemed very limiting not to have a resource based in North America. ACCUCOMS have been able to offer us an affordable way to enhance our presence in the US, but also to gain direct feedback from this important market, so we can better understand our customers and their needs.”

Since launching their US and European-based sales representation service, ACCUCOMS have been pleased with the level of interest that it has attracted. “There is clearly a need for publishers to be able to tap into the sales support we can offer,” commented Egon Menardi. “We’ve been inundated with enquires since we launched the service and are delighted to be moving forward so quickly with Future Science Group.”

Future Science Group was looking for a particular kind of approach from a sales representation service. “The difference that ACCUCOMS offer is that they understand that real sales success is not built on one-off transactions, but on developing lasting relationships – which is as much about listening and responding to our customers as well as selling to them,” said Stephen Galt. “This is what keeps us ahead as a business, and why we chose ACCUCOMS to provide this service.”

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About ACCUCOMS

ACCUCOMS BV is an independent company providing specialist sales and marketing services for scholarly and society publishers worldwide. Based in The Netherlands, with a satellite office in the US, ACCUCOMS provides cost-effective and efficient inbound and outbound telemarketing, sales representation and support, market research and customer service.

About Future Science Group

Future Science Group Ltd, based in London, has developed an innovative publishing portfolio to reflect post-genomic medicine. The sequencing of the human genome was a colossal milestone in the evolution of healthcare, with repercussions for all those involved in the healthcare chain. Through its imprints, Future Medicine and Future Drugs, Future Science Group Ltd provides healthcare practitioners and research professionals with a unique source of objective, cutting-edge information on exciting trends emerging in the light of these advances. Our flagship title Pharmacogenomics has evolved to become a leading source of commentary and analysis from international opinion leaders. Momentum towards an individualized approach to medicine is increasing as the value of linking diagnostic and therapeutic approaches becomes ever clearer. For more information please access: www.future-drugs.com and www.futuremedicine.com.

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