

PRESS RELEASE: Leiden, 11th July 2007



Accucoms to help publishers expand their business in Latin America

On the back of a recent market research exercise, Accucoms today announced the launch of a brand new sales representation service for publishers wishing to increase their sales in Latin America.

Accucoms' research indicated that the market in Latin America for scholarly content is growing and librarians are keen to expand their online collections. Currently, language barriers, differences in time zones, access to marketing information and the lack of communication from publishers based in North America and Europe make it very difficult for Latin American librarians to buy their products.

Anouk Snijders, Account Manager, Accucoms who carried out the research said "There is strong evidence to suggest that budgets are growing and libraries are keen to purchase more online content, but because many publishers are not set up to sell into this market – their marketing campaigns often don't stretch that far and they do not have the resource for a sales team in this region - publishers are missing out".

Accucoms is offering publishers worldwide a sales representation service that will include face to face selling, account management, representation at library events, telesales and local language marketing activities. The service will be headed up by Steve Fallon and Anouk Snijders. Anouk has worked for Accucoms since 2004, operating the Latin American market from her office in Costa Rica. She speaks English, Spanish, Portuguese and Dutch.

Pinar Erzin, Managing Director, Accucoms says "Anouk knows this market very well. She has already built up strong relationships with the library community and has an in depth knowledge of how they operate." She went on to say "Understandably, many publishers find it very difficult to sell into this market or are nervous of making the first step – selling into any new market represents many cultural and economic challenges. Outsourcing their sales in this region to Accucoms is a low risk, low investment route into this potentially lucrative market".

For more information on the service, please contact Steve Fallon and/or Egon Menardi at the addresses below. To see the results of the market research exercise into the state of the Latin American market, visit www.accucoms.com/about and click on reports.

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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, and in US, ACCUCOMS provides cost-effective and efficient inbound and outbound telemarketing, sales support and customer service.