

Free Textbooks to Receive Stimulus

TMreader™ to be available this fall

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(SAINT PAUL, MN) Textbook Media (TM) announced today that it plans to provide free textbooks using a new, proprietary online book platform. The software, called the *TMreader™*, is being developed by DKS Systems, a web developer based in Golden Valley, MN.

The new platform, which has been under development for months, will be used for online versions of all TM's inventory of college textbooks. Free versions of the textbooks will continue to feature *StudyBreak Ads™*—advertising that's placed in natural breaks within the subject. Ad-free versions will continue to be made available for a small upgrade fee.

The *TMreader™* will provide users with an advanced feature set that includes custom views, search, chat, and notes. Instructors will be able to publish notes within the online textbook as well. "About 70% of students who register at TM use the free version of our textbook," said Tom Doran, Founder and CEO of Textbook Media. "We wanted to provide them with a better reading tool. The *TMreader™* will be a significant upgrade over our current platform."

"As we worked with TM on the 2.0 version of their web site, we learned what they wanted for their online reader," said Colin Dockry, Founder and CEO of DKS Systems. "On the advertising side, we had previously developed similar applications for other clients. The challenge that attracted us was integrating advertising applications into TM's fulfillment model, while delivering a reader with intuitive navigation and functionality."

The new reader will beta tested in select summer school courses prior to the fall term release. A demo of the new reader will be available at the TM site beginning the week of March 23.

"Our authors and our instructor users have appreciated how carefully TM has handled advertising in the past," said Edgar Laube, Publisher of the Freeload Press, whose textbooks are distributed by TM. "They are going to be even more impressed with how cleanly the *TMreader™* integrates *StudyBreak Ads™*. This is a huge development for free textbooks!"

Instructors interested in learning more can contact TM at info@textbookmedia.com.

About Textbook Media

Textbook Media distributes educational publications using a patent-pending fulfillment model that provides unique options for today's college reality. Textbooks are available in electronic and print versions. Pricing options include a free, ad-supported online version that places *StudyBreak Ads* in natural breaks within the textbook. Upgrades are available for purchase at a modest cost, and include ad-free online versions, PDFs and paperbacks. Textbook Media provides students from all financial backgrounds the opportunity to own and use textbooks.