GREENLEAF BOOK GROUP LLC

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FOR IMMEDIATE RELEASE

Greenleaf Book Group Moves to Digital Catalogs
Edelweiss Partnership Complements Greenleaf's Speed to Market

October 20, 2011, Austin TX – Greenleaf Book Group has signed with Above the Treeline's Edelweiss digital catalog service to replace print catalogs for its Greenleaf Book Group Press and Emerald Book Company lines. The company's most recent catalogs will be available in both print and Edelweiss digital formats, with next season's catalogs available exclusively through Edelweiss.

"We're thrilled to join the ranks of major publishers partnering with Edelweiss. Their system allows for up-to-the-minute title info plus added reach and functionality with reviewers and buyers," said Tanya Hall, Greenleaf's Director of Marketing and Business Development. "The Edelweiss platform brings the flexibility to target specific types of buyers, create custom catalogs, and make frequent updates—all of which meshes nicely with our sales goals and competitive time to market."

Greenleaf will continue to be represented by its national team of independent commissioned sales reps, all of whom will receive training on the Edelweiss platform. Traditional print sales materials will be readily available for those accounts that prefer it to digital catalogs.

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About Greenleaf Book Group:

Greenleaf Book Group is a publisher and distributor best known for its innovative business model, distribution power, and award-winning designs. Named one of the fastest-growing companies in the United States by *Inc.* magazine, it has represented more than 1,000 titles, including fourteen that hit the *New York Times*, *Wall Street Journal*, or *USA Today* bestseller lists.

For more information or to schedule an interview with Chairman and CEO Clint Greenleaf, contact Andrea Newsome at andrea@greenleafbookgroup.com or 512-891-6100.

About Above the Treeline:

Above the Treeline's web application, **Edelweiss,** is an online interactive publisher catalog service that enhances or replaces the use of traditional hard copy publisher catalogs. With features such as keyword search, interior images, Twitter and blog tracking, title tags, and others, **Edelweiss** goes far beyond simple posted PDFs to provide a buying and research tool that cannot be matched with hard copy catalogs. **Edelweiss** is free to retailers and other catalog readers, requires no prior **Above the Treeline** affiliation, and interfaces with most bookstore POS systems. For a full list of participating **Edelweiss** publishers, see http://www.abovethetreeline.com/edelweiss-publishers.