

**FOR IMMEDIATE RELEASE**

Contacts: David Hakensen, Pearson  
(952) 681-3040

## **IBM and Pearson Education Announce Publishing Partnership**

### **New Agreement grants rights and licenses to Pearson Education to publish business and technology books under the IBM Press Imprint**

**NEW YORK – July 26, 2004** – IBM and Pearson Education today announced an exclusive worldwide strategic partnership to publish technology and business books under the IBM Press™ imprint, in English and foreign languages, and in both print and electronic formats. The arrangement, which combines IBM's leadership in the technology and services market and Pearson's leadership as the largest publisher of technology and educational books, aims to make IBM Press the world's leading imprint for technology knowledge.

Pearson will use its resources and experience as the largest technology and educational publisher in the industry to offer IBM Press books that address the wide range of IBM products and services, architectures, and business solutions.

IBM Press is the official publisher of IBM retail books for professionals and students. With books designed to help users prepare for IBM certifications, master the implementation and support of a diverse range of IBM products and solutions, and educate business leaders, IBM Press provides a variety of books to suit individual learning styles. IBM experts and industry innovators write and contribute to the various titles and series that make up the IBM Press portfolio of books.

IBM Press books are authored by eminent architects, engineers and consultants, as well as business leaders, with contributions from consultants and other experts working in the IBM community. IBM Press books will be published and made available through all of Pearson's distribution channels, including retail bookstores, corporate, government, and other institutions; in academic bookstores; and in international markets.

"IBM Press represents an extension of our long-standing commitment to excellence in technology education and thought leadership," said Ted Hoff, IBM's vice president for Learning. "This partnership reinforces our desire to help our customers learn in a way that best meets their needs."

Will Ethridge, president of Pearson's Higher Education, International and Professional Group, said, "Learning is a process that is ongoing throughout one's lifetime. We look forward to working with some of IBM's brightest talents and bringing to a wide audience educational and professional materials that communicate compelling ideas and important knowledge across a wide range of technology and business issues. Whether people are interested in preparing for certification or staying abreast of business and technology thought leadership, we anticipate that IBM Press books will become the standard for technology knowledge and learning."

IBM Press is overseen by the IBM Press Publishing Council and also has an IBM Editorial Board with member representation across the IBM brands. IBM Press is co-managed by Tara Woodman and Ellice Uffer. For inquiries regarding submitting a proposal, interested authors may contact [twoodman@us.ibm.com](mailto:twoodman@us.ibm.com) or [euffer@us.ibm.com](mailto:euffer@us.ibm.com). IBM Press is affiliated with the publishing business of the Pearson Technology Group, under the leadership of Gary June.

#### **About IBM**

IBM is the world's largest information technology company, with more than 80 years of leadership in helping businesses innovate. For more information, see <http://www.ibm.com>.

#### **About Pearson Education**

Pearson Education is a business of Pearson (NYSE: PSO; LSE: PSON), the international media company with market leading businesses in education, business information and consumer publishing. Pearson's primary operations also include the Financial Times Group and the Penguin Group. For more information about Pearson Education, see <http://www.pearsoned.com>.

###