



## NXTbook Media™ Announces Multi-year Agreement With Weaver Official Publications, A Leader in Travel Publishing

Lancaster, PA – March 1, 2005– NXTbook Media™ , a technology-based company that provides multimedia digital publishing solutions, announced a multi-year agreement with Weaver Official Publications, a company that publishes 45 Official Visitor, Travel, and Meeting Planner Guides for major destinations throughout North America.

NXTbook's digital versions of Weaver's Visitor, Travel and Meeting Planner Guides look identical to their printed counterparts. Additionally, NXTbook provides web-based functionality such as multimedia, hyper-linking, zoom, thumbnails, bookmarks, notes on a page, printing, e-mail forwarding, and saving to a hard-drive for offline viewing.

Significantly different from static PDF's, NXTbook™ technology is being used to publish magazines, brochures, catalogs – and several other print products in an easy-to-read digital format. NXTbook™ allows information to be presented as a two-page oriented document optimized for a computer screen. NXTbook Media's digital publishing platform is based on open web standards and does not require the downloading/installing of proprietary software readers. The technology also enables real-time reporting, including the number of individuals who access the e-zines, time spent on a page, and other invaluable tracking metrics.

Peter Koclanes, President and CEO of Weaver Official Publications, sees strong benefits from its agreement with NXTbook. "We looked at a lot of technologies in digitizing our guides. NXTbook is excellent in terms of technology, user-friendliness and value. This is an initiative that adds strong value for our advertisers as well as for our major destination partners."

Said Spencer Ewald, VP and Founder, NXTbook Media, "We are very excited Weaver Official Publications selected NXTbook Media as their digital publishing partner. The cities and states Weaver works with are fortunate to have a partner who looks outside the box for ways to help expand distribution of the guides beyond what has always been done in the past. We are confident the use of our technology to digitally publish and distribute Convention and Visitor Bureau guides will provide immediate and lasting impressions on all who view them."

### About NXTbook Media™

Founded in 2002, NXTbook Media™ combines the flexibility and interactivity of the Internet with the familiarity of the printed page through its user-friendly Active Reading™ e-reading technology. The company's NXTbook™ application uses a standard Web browser and offers easy-to-read digital versions of printed materials, including magazines, brochures, and catalogs. NXTbook's™ measurable results can be tracked in up to 30 different ways, and can support a variety of interactive functions, including surveys, shopping carts, and e-mail. NXTbook Media™ provides full customer support and a network of privileged partner services. For more information, visit NBM at [www.nxtbookmedia.com](http://www.nxtbookmedia.com), or send an e-mail to [info@nxtbookmedia.com](mailto:info@nxtbookmedia.com).

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#### About Weaver Official Publications

Weaver Official Publications is an international leader in the travel communications industry and partners with such notable cities as Anaheim, Austin, Chicago, Dallas, New Orleans, Pasadena, San Francisco and San José to name a few. They've also recently taken on the state guides for Colorado & Wyoming, totaling 13 destination marketing organizations. Weaver will publish six new guides in 2005 to bring the company's annual total to 45 publications. Weaver creates effective, top-quality cross-media programs and is committed to producing the most up-to-date programs for its partners. Weaver guides are full of information and a must-have for leisure and business travelers as well as meeting planners and travel trade professionals. For more information, call 303-458-1211 or visit [www.weaver-group.com](http://www.weaver-group.com).

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