

## Pressmart Adds Baltimore Based Citybizlist, Citybiz To the List of New Global Clients

*will deploy its e-Publishing solution.*

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Hyderabad based Pressmart Media, a new media delivery partner of worldwide newspapers and magazines published in over 20 languages across 34 countries today announced that Baltimore based citybizlist.com and citybiz magazine will deploy its e-Publishing solution. Pressmart delivers rich digital editions in multiple new media formats for publishers through a unified service.

The digital Citybiz magazine, a spin-off of the local business news site citybizlist.com, will profile investors and dealmakers that are helping to transform the business landscape in Baltimore, Washington, and Philadelphia. Drawing upon the new Knowledge Map database, which diagrams in depth the inter-relationships of dealmakers and investors, the magazine will analyze key players in the context of their business network reflected in transactions and relationship history.

Edwin Warfield, Publisher of citybizlist.com and citybiz magazine said, 'This is a significant product initiative for us. We are confident that Pressmart's technology will create an entirely new and refreshing experience for our consumers across our 5 markets.'

'The process of working with Pressmart Media has been excellent,' Warfield said. "We got exactly what we have been looking for, even with very challenging project deadlines we put forth to Pressmart. With the added benefits from Pressmart e-Publishing solution we have gone one more step forward in creating exciting new ways of meeting the needs of readers locally and globally.'

Commenting on Pressmart's growing recognition in the global e-publishing market, CEO of Pressmart Media, Sanjeev Gupta, said, 'Pressmart's new media delivery technology is designed to deliver lasting business value to its customer, backed by constant innovation and customizations. Our performance is testified by some of the world's most respected publishers who continue to expand their relationships with Pressmart.'

'At Pressmart we are always focused on delivering the best technology solutions to our customers,' Myles M. Fuchs President, commented. "Increasingly, publishers are seeking to implement and deliver innovative e-publishing solutions for their demanding online readers and the Pressmart new media delivery solution represents a value-based approach for online newspaper and magazine publishers, built on a reliable technology that is both publisher and reader friendly.'

### **About Pressmart**

Pressmart ([www.pressmart.net](http://www.pressmart.net)) is a New Media Delivery Partner of leading newspapers and magazines published in over 20 languages across 34 countries. Pressmart takes over where the pre-press ends and delivers the electronic edition on multiple distribution channels including web (as a print-replica ePaper edition), Mobile, RSS, Podcasts, Blogs, Social Networking Sites, Article Directories, Search Engines, etc. Pressmart also offers digitization of legacy archives from multiple physical formats into re-usable and monetizable digital formats. Pressmart has digitized over 400 years' worth of newspapers, magazines and journals. Pressmart is a subsidiary of Bodhtree

Consulting LTD with offices in Hyderabad, India and the USA.

### **About citybizlist**

Citybizlist is a Web site for local news, business posting and networking. It is published in 5 cities: Baltimore, Washington, Philadelphia, Boston, and Atlanta. Citybizlist was founded by Edwin Warfield, former publisher of The Daily Record in Baltimore, and Chairman of the Local Business Network backed by Times Mirror. Citybizlist has established partnerships in distribution, technology, and content with the following companies: QuoteMedia, Beyond.com, local.com, inform.com, DirectoryM, Smart Online, CollectiveX, Blue Sky Factory, The Berndt Group, and Clip Syndicate among others. To learn more, please visit <http://www.citybizlist.com>. To see a prototype version of the new citybiz magazine go to <http://try.pressmart.net/citybizz/>

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