



November 15, 2011

FOR IMMEDIATE RELEASE

Login Canada Announces Launch of eBooks

Login Canada is proud to provide our Canadian Bookstore Partners the opportunity to sell eBooks to their customers, including students, and other consumers, from our Affiliate eStore sites. Over 30 bookstores have signed-up for this no-fee, ecommerce solution; go to www.lb.ca/aedirectory for a listing of our growing list of partners.

The Login Canada Affiliate eStore Solution is based on these guiding principles:

- Accessibility - a platform-agnostic approach, offering more choice to users
- Availability - a rapidly growing list of trusted content from the top publishers in Health Sciences, Technology, Business, Music, and Trade
- Profitability - participating bookstores enjoy paying no fees, and earning top commissions
- Inclusivity - all Canadian independent bookstores with a physical store location are welcome to join

Mark Champagne, President of Login Canada, stated *"We have dozens of Publishers already on board with this program and dozens more in the works. We will be able to offer thousands of eBook titles in just a few weeks, and the best part is that they will be linked to their print book equivalents making them easy to find. In fact on our affiliate sites you'll be able to buy a print book and eBook in the same transaction."*

Mark Leslie Lefebvre, President, Canadian Booksellers Association, stated *"Deciding to partner with Login Canada to allow our customers direct access to the hundreds of thousands of title available from Login's warehouse is one of the smartest business moves I made at Titles Bookstore McMaster University."*

Patricia Reid, Director, Ancillary Services at the University of Manitoba, said *"We use four key words that best describe why the University of Manitoba Bookstore and the U of M Health Sciences Bookstore benefits from our long term partnership with Login Canada: Vision, Innovation, Responsiveness AND Commitment. For the past 20 years, Login has been an innovative industry leader that has offered our Stores and all Canadian Booksellers a complete service package which is continuously anticipating and adapting to the emerging demands of an ever evolving market place. Login's eBook initiative and the Affiliate Bookstore Program offers us another innovative solution to promote the delivery of eBooks to our students, faculty and campus community."*

About Login Canada Inc. www.lb.ca

Login Canada has become the premier book distributor of health sciences, scientific/technical, and trade books and electronic products. Login Canada stocks over 22,000 titles from more than 700 publishers, and provides access to over 700,000 available titles in medicine, education, nursing, pharmacy, dentistry, veterinary medicine, allied health, psychology, social sciences, computer sciences, engineering, business, music and film, and a broad range of other topics.

Contact:

Mark Champagne
President
Login Canada
E-mail: markc@lb.ca

###



WWW.LB.CA