

PRESS RELEASE

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Swets engages DataSalon for advanced subscriptions analysis and creation of new value-added information services

Swets announced today that it has entered into a technology agreement with DataSalon, the leading provider of customer insight solutions to the academic publishing industry, to implement advanced subscriptions analysis, and to develop new and value-added information services.

As the world's leading subscription services company, Swets handles over 1.8 million subscriptions annually, representing a hugely valuable data resource which encompasses a worldwide base of academic and corporate customers purchasing titles from over 65,000 publishers. As part of this agreement, Swets and DataSalon will work together to derive new and valuable insights from this data, creating innovative new data services both for publishers and for content purchasers.

The agreement provides Swets with exclusive access within the subscription services sector, both to DataSalon's acclaimed MasterVision product, and also to a number of innovative new online information services to be launched during 2011 as further enhancements to Swets' flagship customer product, the SwetsWise portal.

These new services will leverage the huge wealth of data already held by Swets to provide publishers and librarians with a degree of market insight which has never before been available: analysing market position and identifying new sales opportunities based on actual trends in subscription spending worldwide.

David Main, CEO of Swets commented: "DataSalon is an excellent fit for Swets, providing a unique combination of publishing industry experience and data analysis expertise, with an established record of creating effective and user-friendly solutions. We are very much looking forward to working with DataSalon to create additional high-value and innovative information services for our customers, both publishers and libraries."

"We are extremely pleased to be working with Swets on these new initiatives," said Nick Andrews, Managing Director of DataSalon. "Swets has an amazing resource of worldwide subscriptions data, and we are really excited about helping to unlock new insights into market trends and opportunities, enabling Swets to provide publishers with unique intelligence to further drive subscription revenues."

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About Swets

Swets is the world's leading subscription services company. We build on more than 105 years of experience to maximize the return on investments in time and money for clients and publishers in today's complex information marketplace. With clients in over 160 countries and more than twenty offices around the world, Swets is a true "long tail" powerhouse that provides the most comprehensive and sophisticated e-commerce platform currently available in its field.

Swets is regularly included in E-Content Magazine's annual "100 Companies that Matter Most in the Digital Content Industry", and is consistently featured in the top 25% of FEM Business' "Top 500 Companies in The Netherlands". We are the only subscription services company that is ISO 9001:2008 certified on a global basis—a testament to our stringent operation and client service procedures.

About DataSalon

DataSalon has established a strong reputation as the leading provider of customer insight solutions to the academic publishing industry. Our core product MasterVision enables publishers to create a comprehensive, fast and user-friendly 'data warehouse' solution for all of their customer data within a matter of weeks. We're pleased to count many of the largest and most innovative publishers among our clients, including BMJ Group, Oxford University Press, the Royal Society of Chemistry, and the American Institute of Physics. Our website is at: <http://www.datasalon.com>.

Media Contact

Damian Leslie
External Communications Executive
Swets
Heereweg 347 B, 2161 CA Lisse
The Netherlands
Tel: +31 252 435 189
Fax: +31 252 415 888
Email: dleslie@nl.swets.com
www.swets.com