

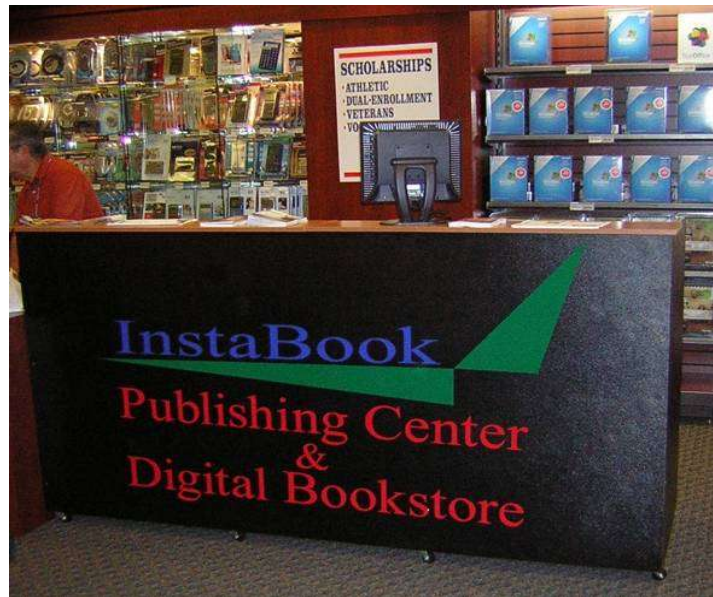
## PRESS RELEASE

### World's First Book-On-Demand Equipment in a University Bookstore!

01/25/05

InstaBook Corporation announced today the installation of the first **InstaBook Publishing Center** at a university bookstore.

This month, the *University of Florida Bookstore*, which is part of the Follett chain of bookstores, became the world's first university with such a facility. Follett administers hundreds of university bookstores, and InstaBook Corp. is a Gainesville-based firm in the forefront of books-on-demand technology. The partnership between the two companies represents a new frontier in the publishing world, as it calls for the installation of similar Centers throughout United States at the bookstores administered by the Follett Corporation.



The University of Florida InstaBook Publishing Center offers the faculty, as well as other Gainesville authors, a number of services, including publication in minutes; immediate distribution of their works throughout the United States and beyond; access of thousands of e-books already on the web, copyright of their publications, and the ability to update and revise their work at any time.

“Our services are a new solution to the problem authors face when they finish a work: How to get it published.” Said Victor Celorio, president of InstaBook Corporation ([www.instabook.net](http://www.instabook.net)). “Publishing happens literally in a matter of minutes. You walk in with your manuscript and in a short time walk out with professionally printed and bound copies of it. And your book becomes available for sale throughout thousands of bookstores and libraries at the same time.”

InstaBook also plans to offer additional services for the authors, such as promotional activities for their books and author-signing presentations.

**For more information contact Victor Celorio at [vc@instabook.net](mailto:vc@instabook.net)  
Photos and video available on request.**