



## NetGalley Acquires Bookish.com

FOR IMMEDIATE RELEASE

October 12, 2016—NetGalley, an industry-standard service to promote forthcoming titles to readers of influence, has acquired Bookish.com, an editorial site designed to connect readers with books and authors.

Bookish.com is an online resource serving readers of all genres through author interviews, book recommendations, and literary roundups. Founded by Hachette Book Group, Penguin Group (USA) and Simon & Schuster, Bookish.com was launched in February 2013 and was acquired by Zola Books in January 2014 along with *Bookish Recommends*, a book recommendation engine.

As a sister company to NetGalley, Bookish will remain an editorially independent, standalone site with its continued commitment to connecting visitors with interesting and relevant content.

Zola Books will retain Bookish's book recommendation technology, which they have rebranded *Zola Recommends*. "I'm proud of how the Zola Books team built Bookish.com into the vibrant and exciting experience it is today. As Zola intensifies its focus on creating superlative book technology services, we are delighted that Bookish.com will have an opportunity to fulfill its mission under NetGalley's stewardship," Zola Books CEO Joe Regal says of the sale.

Following the acquisition, NetGalley and Bookish.com will continue to grow their respective communities, while exploring natural ways to connect the editorial content between the two websites to best serve readers, publishers, and authors. "We are very excited to bring Bookish's consumer-facing, curated, editorial voice to the NetGalley family," says Fran Toolan, CEO of NetGalley and Firebrand Technologies. "We view Bookish.com as yet another way that our client publishers can help their books succeed."

Terms of the agreement were not disclosed.

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### About NetGalley

NetGalley ([www.netgalley.com](http://www.netgalley.com)) is an industry-standard service to help readers of influence discover and recommend new books to their audiences. NetGalley delivers secure, digital galleys to professional readers on behalf of over 300 publishers in North America, Australia, the UK, France and Germany, to help promote and market new books. NetGalley is part of Firebrand Technologies ([www.firebrandtech.com](http://www.firebrandtech.com)), which provides leading software and services to help publishers achieve success.

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### About Bookish.com

Bookish.com was founded by leading publishing houses Hachette Book Group, Penguin Group (USA) and Simon & Schuster. Launched in 2013, the site is a comprehensive online resource designed to connect readers with books and authors, and was selected as one of PCWorld's "25 Favorite Lifestyle Sites."

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### About Zola Books

Zola Books's mission is to provide technology tools to everyone who cares about books. Whether with its [Everywhere Store™](#) widget, which makes it easy to sell any book in any format anywhere online, or its best-in-class recommendation engine [Zola Recommends](#) ("By comparison, Amazon's recommendation engine falls a little flat" – *LA Times*), or its free branded reading apps for Apple and Android, Zola empowers authors, booksellers, publishers, and more to reach readers directly and offer a better experience once they do.

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