

## Press release

## PageOnDemand.com launches its American subsidiary.

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subsidiary

PageOnDemand.com  
120 bd Ménilmontant  
75020 Paris  
FRANCE

Tel: +33 970 408 370  
[contact@pageondemand.com](mailto:contact@pageondemand.com)

492 560 511 RCS Paris

**Since November 23, 2009, PageOnDemand.com has been broadening its horizons in the United States thanks to the founding of its subsidiary PageOnDemand.com USA, Inc.**

After 18 months of studies and preparation, the American market has been penetrated!

Accompanied by senior expert consultants in catalogue publishing, PageOnDemand.com is pleased to announce the opening of a fully autonomous subsidiary, responsible for marketing and communication in both the United States and Canada.

PageOnDemand.com intends to retain its leadership position as a catalogue platform operating in SaaS mode, with activity in the U.S. expected to reach that of Europe in 3 years time.

PageOnDemand.com continues to pursue expansion plans, building on its primary market base in France and entering other European Union countries, starting with Great Britain, Benelux, Germany, Italy and Spain.

Distributed throughout Europe by its network of partners, agencies or via the prepress platform, the dissemination model adopted for North America has remained identical. In accordance with SaaS principles, the driving force behind PageOnDemand.com, American users have access to the same services and benefits as their European counterparts.

### **Stéphane CLARET, Chairman and CEO of PageOnDemand.com**



*“ With over ten years of experience in dynamic publishing and catalogue publishing software under my belt, I decided to create PageOnDemand.com. Thanks to the success of this venture, I'm now expanding the firm's scope to the international level in order to achieve the kind of renown we initially planned. Our primary ambition in the U.S. market is to quickly build our sales channels through strategic partnerships.”*

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**Steve PALLADINO, President**



*“As a business development expert in the technology industry, I've held a range of executive positions with IBM, Motorola and Cap Gemini, focusing on both sales management and international development. I'm now applying my skills and experience to the areas of business development, team management and customer satisfaction to help create a success story for PageOnDemand.com USA, Inc.”*

Starting from scratch, PageOnDemand.com's goal was to become the leading platform for producing printed catalogues and Web versions using cloud computing.

**Mission accomplished**, as PageOnDemand.com today enjoys being the sole distributor of a catalogue publishing solution running in SaaS mode.

This success has been confirmed by the company's steady growth, with over 2,800 catalogues produced within just 3 years. Another confirmation is the confidence shown by major retailers like Carrefour or Boulanger.

**Press contact:**

**Marion Coustillas**

**Tel :** +33 970 408 370

**Mèl :** marion.coustillas@pageondemand.com