

FOR IMMEDIATE RELEASE

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The Cadence Group Offers Sales and Marketing to 360 Digital Book's Publishing Clients

NEW PROGRAM PROVIDES EXTENSIVE OPTIONS FOR SMALL PRESSES.

INCREASES CLIENT VISIBILITY IN THE MARKETPLACE.

(Troy, NY) The Cadence Group (TCG) is proud to announce an agreement with 360 Digital Books offering specialized marketing and sales services to 360 Digital's publishing clients. The Cadence Group focuses in bookstore and book industry outreach, online and Amazon optimization, blog tours, regional telemarketing campaigns and national chain sales.

"The Cadence Group has used 360 Digital Books as their primary digital printer for several years and continue to be impressed by the quality of their printing and their clients," says TCG President, Amy Collins MacGregor. "We believe our sales and marketing services can help increase the visibility of many of their publisher's programs online and in stores."

360 Digital Books will begin offering TCG's services immediately. All inquires regarding this new program can go to services@thecadencegrp.com or 518.391.2300.

About The Cadence Group: The Cadence Group is a professional design, editorial, sales and marketing, and project management provider for the book and publishing industry. They provide authors, publishers, and small presses with the guidance necessary to create market-ready, professionally designed books. Their goal is to help others realize their full potential in the retail and wholesale marketplace.

About 360 Digital: 360 Digital Books is a complete short run (25 - 1000) digital printer and book manufacturer who offers many different trim sizes and bind styles. They can print both black and white and full color text and covers and offer many binding. Their staff has over 30 years of combined experience in the book industry working with publishers of all sizes.

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