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**AAUP Forms Partnership with Above the Treeline  
to Bring Scholarly Catalogs Online**

*January 26, 2010 (New York, NY)* — The Association of American University Presses (AAUP) is pleased to announce a new cooperative venture with Above the Treeline, a leading provider of business intelligence tools to the publishing industry. Under the agreement, AAUP members will be eligible for discounted access to Edelweiss, a new internet-based service that supplements or replaces traditional print catalogs and mailings.

Edelweiss was formally launched in May of last year and has since seen rapid and widespread adoption within the publishing community as publishers seek to reduce their catalog costs while reaching a wider community of catalog readers on the Web. Today, Edelweiss is comprised of approximately 350 active catalogs containing more than 30,000 active titles from nearly 600 publishers and their respective imprints. Current university presses using Edelweiss include Cambridge, Columbia, NYU, Georgetown, and Fordham.

“The members of AAUP are seeking the most efficient and creative ways to use new technologies to communicate with librarians, booksellers, reviewers, and scholars. Edelweiss has already proven its value as a new tool to market books; now, our discount program will expand its availability to many more university presses,” said AAUP Electronic & Strategic Initiatives Director Brenna McLaughlin.

“Publishers of all types are looking for new tools to share information about their books with their customers,” said John Rubin, CEO and Founder of Above the Treeline.

“We’ve recently enhanced Edelweiss in a number of ways to better serve academic and scholarly markets, and we’re really excited about ongoing collaboration with the AAUP member base to expand our development efforts in this area.”

The AAUP-Edelweiss discount program is designed to encourage broad participation by the member presses. In addition to discounted subscription rates at all pricing tiers, AAUP members will be able to upload their backlist titles for free for a limited period of time. Furthermore, Above the Treeline will show its support for the AAUP’s mission by returning a share of the revenue back to the organization. AAUP and Above the Treeline will be inviting participating presses to sign up for a series of informational

webinars in February and will be ready to answer any questions AAUP members have about the service or the new discount program.

### **About AAUP**

The Association of American University Presses is an organization of more than 130 non-profit scholarly publishers, dedicated to the support of creative and effective scholarly communications. Through its programs and information resources, AAUP helps its members fulfill their common commitments to scholarship, the academy, and society. Learn more at [www.aaupnet.org](http://www.aaupnet.org).

### **About Above the Treeline**

Above the Treeline is North America's leading provider of collaboration-based business intelligence for the book industry. With features such as keyword search, interior images, twitter and blog tracking, title tags, and others, Edelweiss goes far beyond simple posted PDF's. Edelweiss is free to retailers, librarians, academics, and other catalog readers at <http://edelweiss.abovethetreeline.com>.