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**ACP Launches Digital Conversion Project for Members**

**April 30, 2009 – Toronto, ON, Canada** – The Association of Canadian Publishers has selected a contractor to undertake conversion services for a large number of its members’ books into electronic format. Ontario-based Gibson Publishing Connections will work in collaboration with codeMantra LLP, a provider of digital services to the international publishing industry, to produce e-books for ACP members in a range of formats. This long-awaited opportunity is made possible through funding from the Ontario Media Development Corporation, and will allow Canadian-owned publishers to participate in the growing trade in electronic books, a trade propelled by initiatives such as Indigo’s recently announced Shortcovers, Sony’s E-Reader, and Amazon’s Kindle. The conversion project now underway will increase the digital holdings of Canadian-owned book publishers, give those publishers a means of experimenting with emerging digital markets, and provide enhanced expertise in working with XML and EPUB files.

“We’re very pleased to be working with Gibson Publishing Connections,” said Carolyn Wood, Executive Director of the Association of Canadian Publishers. “In a competitive process to select a vendor, the GPC/codeMantra proposal was clearly the best option for us. They are well known in the Canadian publishing industry, and their work is highly respected.”

The ACP is the national voice of Canadian-owned English-language book publishers. Its 125 members represent the full range of publishing genres: children’s, university, fiction, school textbooks, poetry, reference, drama, and general-interest books on all subjects.