



**Informed®**

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## **FOR IMMEDIATE RELEASE**

### **Informed® Publishing Surpasses 100,000 Paid App Downloads**

#### **Portland-area Publisher Leads Mobile Medical Apps Markets as a Result of Technological Innovation and Really Listening to Its Customers**

(PORTLAND, OR: Nov. 11, 2011) — Today, Informed Publishing announced an important milestone in its history. It surpassed 100,000 paid downloads of the mobile app versions of its popular field guides for health care providers and first responders. This important step demonstrates that specialty publishers can successfully make the leap from print to digital.

With Apple iTunes and Google Android Market online app stores teeming with free apps, and many paid apps costing less than a dollar, Informed is successfully selling apps that cost between \$6 and \$15, thanks to a loyal customer base. Informed customers are encouraged to contribute feedback through social media channels. Direct and open communication with the people who use their products leads to regular updates, to new products, and to higher levels of customer satisfaction.

“One of the advantages of digital media is that it allows us to rapidly incorporate customer ideas on how to make our products better,” said Informed president Michael Coffin. “We rely on user feedback and shared experiences in our updates and revisions, and update our apps frequently to ensure that our users have the latest critical information at their fingertips.”

“We believe this is why our mobile apps garner high ratings from users all over the world,” Coffin said, “and it's why our medical apps are among the top-selling apps in their category on both iTunes and Android. What we learn from our customers enables us to expand our business to serve other content categories and display technologies.”

## **ABOUT INFORMED PUBLISHING**

For over 25 years, Informed® field guides have been the leading choice of emergency first responders and public health professionals. Now a multi-national medical publisher offering portable print and digital reference materials and tools, Informed products are carried and used by more than one million public safety and health professionals every day. Informed® guides are available on iPhone/ iPad/ iPod, the Android Marketplace, the Amazon Appstore for Android, Nook Color, Cisco Cius and as print editions.

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