Copia Redefines Digital Education

*Platform Launched for Hundreds of Colleges; Provides Schools, Students
and Educational Publishers with a Unique and Engaging Experience*

NEW YORK, NY, JANUARY 10, 2012 — Copia Interactive, LLC, creator of one of the largest, independent, full-featured digital content platforms, announced today the launch of the first of more then 1000 independently branded college digital bookstore sites scheduled for rollout prior to the Spring 2012 semester. Copia is the only platform designed to provide a single portal to all of a users' digital content and social activity, creating a unified experience unrivaled in the market. In addition to Tier-1 content availability, students enjoy a richer, deeper engagement with content and community, both inside and alongside the content, leveraging Copia's many immersive features to gain the most in educational benefits.

"Every aspect of Copia has been designed with the student in mind", states Ben Lowinger, EVP of Copia Interactive. "From studying with friends to professor interaction, from blowing off steam to taking and sharing notes, Copia has created the ultimate online campus experience."

"We were looking for much more than just another e-book reader for our Executive MBA and Presidents and Key Executives MBA programs", states Adib Nasle, Executive Director, Executive Programs at the Graziadio School of Business and Management at Pepperdine University. "We were looking for a complete end-to-end solution that combined the latest in digital reader technology with relevant social components in order to enhance the student experience. The Copia team delivered a complete turnkey solution that was both OS/vendor neutral and easy to use. We could not have asked for a better partner than Copia."

Copia has already established key partnerships with the largest operators of college bookstores in North America and, by mid-2012, "Powered by Copia" solutions will service over 50% of the U.S. college bookstore market. Copia also works closely with educational and trade publishers to make available the digital content and social engagement key to delivering the ultimate in digital education.

In the K-12 market, Copia has been selected by a key market channel partner to develop a digital solution to be offered alongside the partner's current physical global distribution network.

A Single Portal to Digital Content and Social Activity

Copia is the first platform to seamlessly merge social media and digital content, with features such as a digital bookstore with a vast content catalog, note-taking and sharing, group chat, online book clubs, library comparison, activity feeds, unique self-publishing tools, user recommendations, a proprietary community value system, and more. Copia users enjoy a singular, wholly shareable on-line experience — all their media, all their friends, all in one application.

Copia is a self-contained social network that links to existing Facebook, Twitter, and LinkedIn accounts as well, so users can easily share content across major social networks and connect with others with similar tastes and interests.

Copia has a substantial content catalog, currently featuring over 9.2 million electronic and physical books and 9 million songs, as well as over 15,000 digital textbooks from leading educational publishers. But Copia is about more than just books: it has been developed to aggregate content from a multiplicity of sources — magazines, newspapers, music, games, movies, and more — into a seamless user experience.

Copia is a hardware-neutral platform: multiple devices offer the same content experience, and users can choose their own hardware. Users can access content on all their devices, and Copia keeps everything up to date through the cloud. Copia is available now on a multiplicity of devices, including desktop readers, iPad, Windows 7 touch, Android tablets, and the Blackberry Playbook.

About Copia

Copia (www.thecopia.com) unites content, community, collaboration, and commerce in a single software platform to deliver multi-genre digital media across an array of computing, mobile, personal entertainment, and eReading devices. With Copia, users engage more deeply with content and community through an innovative, rich, and unified interface — all their media, all their friends, all in one application. Copia also provides highly customized, co-branded, white-label solutions through its "Powered by Copia" program.

The Copia platform is developed by Copia Interactive, LLC — a portfolio company of DMC Capital Funding, LLC (www.dmccapitalfunding.com), the venture capital arm of the DMC group of companies. The DMC group comprises top enterprise and consumer technology companies with a heritage that spans more than 50 years' investing in, developing, manufacturing, and distributing market-leading consumer-electronics products.

Copia is exhibiting at the 2012 International CES in Las Vegas at booth 11612 in the Central Hall.

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