



July 27, 2011

Dear Bookseller:

Beginning with the Spring 2012 season, Macmillan will no longer produce printed versions of our publisher catalogs but will instead use electronic catalogs. The environmental impact from the elimination of these catalogs is immense. We will reduce carbon emissions by not using the paper, ink, power and packing material that are consumed in printing tens of thousands of catalogs. We will save the carbon burn caused by shipping them, and we will reduce waste from excess printed catalogs that never are distributed.

We currently use the Edelweiss on-line catalog program which is why we are now able to make this change. Edelweiss is a robust electronic catalog which can be accessed by anyone. Edelweiss is free to users and anyone can register by going to: <http://edelweiss.abovethetreeline.com/HomePage.aspx>. The site is updated frequently, is very flexible, and it has user-friendly features such as tagging, social media engagement and note-taking. Moreover, the title information contained in the Edelweiss e-catalogs is always up-to-date with the latest information, such as price and other bibliographic information, as well as the latest cover and jacket images, reviews, descriptions, marketing, and other important information related to our books.

Also, we will continue to post PDF versions of our catalogs each season on Macmillan.com: <http://us.macmillan.com/Content.aspx?publisher=macmillansite&id=20539>. Macmillan.com also allows you to e-mail individual book pages and/or to print them as PDF's.

We appreciate your support in this initiative.

Alison Lazarus
President, Sales Division