

FOR REVIEW ONLY

3M Cloud Library Goes Live with Macmillan Content

Collection of 1,200 titles now available

St. Paul, Minn.— March 1, 2013 – The [3M Cloud Library eBook Lending Service](#) announces the addition of Macmillan titles to its collection. As part of Macmillan’s e-lending pilot program, 3M is pleased to offer 1,200 titles from the Minotaur Books imprint.

To help guide customers through the new content, Heather McCormack, collection development manager, has compiled a number of recommendation lists aimed at simplifying the selection and purchase process and optimizing circulation.

"Macmillan's Minotaur Books imprint has a rich backlist built on best-selling mystery and crime series by the likes of M.C. Beaton, Nevada Barr, and Laurie King." said McCormack. "The pilot offers access to these brand names and more, with the benefit of insight on what has performed best in the consumer market and what will generate the most circulation for Cloud libraries." McCormack went on to say, "Macmillan can benefit from our community of engaged collection development librarians who talk up great books - old and new - across social networks."

Popular offerings among the new additions include "Pray for Silence" by Linda Castillo, "In the Bleak Midwinter" by Julia Spencer-Fleming, "The Tourist" by Olen Steinhauer, "The Lock Artist" by Steve Hamilton and "Heartsick" by Chelsea Cain. Under the terms of the pilot program, the titles will be available to libraries to lend for two years or 52 lends, whichever comes first. All of the books in the program will have the same digital list price of \$25.

In addition to its growing collection of digital content, the 3M Cloud Library system gives libraries turnkey tools, including in-library hardware and apps for borrowing and reading. The system’s eBooks are compatible with PCs; Macs; iPads; iPhones; iPod Touch; NOOK Tablets; Android devices; smartphones; and Kobo, Sony and NOOK eReaders.

For more information about the 3M Cloud Library eLending system, visit 3M.com/Cloud.

###

3M is a trademark of 3M.

NOOK and NOOK Tablets are trademarks of BarnesandNoble.com LLC.

Mac, iPad, iPod Touch, and iPhone are trademarks of Apple, registered in the U.S. and other countries.

Android is a trademark of Google, Inc.

Kobo is a trademark of Shortcovers, Inc. Sony is a trademark of Sony Corporation.

About 3M Library Systems

The global leader in library innovation for more than 40 years, 3M is committed to helping libraries connect with the diverse and rapidly evolving communities they serve. 3M's eBook lending, security, and productivity solutions give librarians the flexibility to spend more time doing what they do best – helping people. Visit www.3M.com/us/library and follow us on Twitter (@3MLibrary) and Facebook.

About 3M

3M captures the spark of new ideas and transforms them into thousands of ingenious products. Our culture of creative collaboration inspires a never-ending stream of powerful technologies that make life better. 3M is the innovation company that never stops inventing. With \$30 billion in sales, 3M employs 84,000 people worldwide and has operations in more than 65 countries. For more information, visit www.3M.com or follow @3MNews on Twitter.

Contacts:

Emily Finley

Karwoski & Courage Public Relations

(612) 342-9732

e.finley@creativepr.com

Connie Thompson

3M Public Relations

(651) 733-8914

<http://www.3m.com/presscontact>