



**OPEN ROAD INTEGRATED MEDIA
NAMES RACHEL CHOU CHIEF MARKETING OFFICER**

*Chou Will Oversee ORIM's Marketing and Software Development
Including Using New Technologies to Connect Authors and Readers
and Support Data-Driven Web Marketing*

CMO Brings More Than 15 Years Experience in Technology and Marketing to ORIM

New York, NY –December 15th, 2009 – Open Road Integrated Media (www.openroadmedia.com), a content marketing company that places the e-book at the center of a multi-channel publishing universe, announced today from the Mediabistro eBook Summit that Rachel Chou has been named Chief Marketing Officer.

Chou, who has more than 15 years of experience in online content and product development, will guide the development of the company's web marketing platform, which fuels Open Road's content syndication and publishing presence on the web and on mobile devices.

"With her unique understanding of both marketing and technology, Rachel is the perfect addition to our core team at Open Road," says Jane Friedman, CEO and Co-Founder of Open Road Integrated Media. "She will add the groundbreaking tools of digital media to traditional book marketing, furthering Open Road's commitment to become a marketing leader in the new world of book publishing."

Chou will leverage the worlds of social media, viral distribution and emerging technologies to market Open Road and its publishing partners' e-books and syndicate Open Road's premium marketing content. She will use traditional and digital platforms to connect authors directly with their readers and to give them access to data related to their marketing and sales efforts.

Chou says: "I look forward to working with Jane, Jeffrey Sharp (President and Co-Founder), the entire Open Road team and our partners, as we build a platform that enables authors and publishers to connect to a whole new world of readers and establish authentic relationships."

Prior to Open Road, Chou was Vice President, Online Product Development for HarperCollins Publishers. Chou worked across divisions on digital strategy and on the creation of new digital publishing businesses. Under Chou's direction, HarperCollins launched AuthorAssistant, a proprietary digital toolset that enables authors to deliver multimedia content to corporate and partner websites, launched the first book marketing campaigns to make use of 2D barcode technology, and led its direct-to-consumer ecommerce efforts. Over the course of her career, she has led teams in the areas of search, content management, creation and syndication. Her past positions include Executive Producer at R/GA and Director of Shared Services for Scholastic.com

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