

AuthorHouse Acquired by Bertram Capital

Contributed by
Tuesday, 23 January 2007

California-based private equity firm Bertram Capital has acquired Bloomington's Author Solutions, Inc., the holding company for AuthorHouse.
Self-Publishing Company AuthorHouse Acquired

(Bloomington, Ind.)--- Bertram Capital, a private equity firm based in Palo Alto, California, has purchased Author Solutions, Inc., the holding company for AuthorHouse, from Gazelle Tech Ventures, an Indiana-based venture capital firm, in a transaction announced today by Bryan Smith, president and CEO of AuthorHouse.

AuthorHouse is the leading provider of publishing and marketing services for authors around the globe, last year publishing 1 out of every 30 book titles in the US. Since its founding in 1997 by an aspiring author who was frustrated by traditional publishing methods, AuthorHouse has helped approximately 30,000 authors publish nearly 40,000 titles.

"We were attracted to AuthorHouse because of the high-quality reviews the company receives from their authors, which has been the foundation for their impressive growth. Their continued commitment to quality and service is an important component of the business line extension we intend to pursue," commented Jeff Drazan, managing director for Bertram Capital.

Bryan Smith stated, "Bertram's investment will provide additional resources and opportunities for AuthorHouse's Indiana and UK-based workforce. With their commitment, we are better positioned to extend our reach into the self-publishing industry and offer additional products and services. They share our excitement for the unprecedented resource AuthorHouse will become for writers around the world. We expect Bertram will be an excellent partner."

About AuthorHouse

Headquartered in Bloomington, Ind., AuthorHouse is the leading provider of publishing and marketing services for authors around the globe and employs nearly 200 people in its Bloomington, Indianapolis and UK offices. Through an exclusive AuthorCentric Publishing Process, authors control the creative process of crafting their books and can take advantage of a full range of pre-publishing, publishing and promotional services to help them reach their publishing goals. AuthorHouse titles are available at more than 25,000 retail outlets worldwide including Amazon.com and BarnesandNoble.com. For more information, please visit www.authorhouse.com.

About Bertram Capital

Located in Palo Alto, California near Stanford University, Bertram Capital is a \$250 million private equity firm. Bertram invests in innovative companies throughout the United States and abroad, providing strategic insight, technical savvy, and operational expertise that make it an attractive partner for companies looking to expand. Bertram's mission is to build value for equity holders, employees, customers, and partners by helping already profitable companies realize their full operational and financial potential.

Source: AuthorHouse