

Full Stop Publishing
good writing for better photography
www.dojoklo.com/Full_Stop
28 Mt. Auburn Street
Cambridge, MA 02138

Contact: Douglas Klostermann
Phone – 347-272-7000
E Mail – doug@dojoklo.com

PRESS RELEASE

FOR IMMEDIATE RELEASE

Independent E-Book Publishing Company Celebrates Successful First Year

*Independent E-Book Publisher Takes Advantage of Newly Leveled
Playing Field to Successfully Compete with Traditional Publishers*

September 29, 2011 – Cambridge, MA – Independent e-book publisher *Full Stop* marks its successful first year of creating, publishing, and selling digital SLR camera guides and photography e-books.

Begun in September 2010 with the publication of its first camera user's guide *Your World 60D*, the independent publisher currently offers 9 titles and has sold over 6,000 e-books. The majority of the titles are user's guides aimed at Canon and Nikon digital SLR camera owners, including Amazon Kindle best-sellers *Canon T3i Experience* and *Nikon D5100 Experience*. Taking advantage of readers' growing preference for e-books and the increasing popularity of e-reader devices and tablets, as well as the digital publishing opportunities offered by major online retailers such as Amazon and Barnes and Noble, author and photographer and head of *Full Stop* Douglas Klostermann is able to reach a wide audience of readers interested in learning how to use their equipment and improve their photography. As Douglas noted in a recent interview, "E-books and e-publishing have completely leveled the playing field for independent publishers, allowing us to successfully compete with major publishers and even to beat them to the market by taking advantage of the available technology and sales channels."

Inspired by his experiences with e-publishing as well as the rapidly expanding popularity of e-books Douglas has also written an e-book guide to help others create, publish, and sell e-books, called *The E-Book Handbook*. All of his guides are available for sale on the *Full Stop* website as well as on Amazon.com, BarnesandNoble.com, and through Apple iBooks and iTunes. As with all e-books, *Full Stop* guides are read on a computer, e-reader device such as the Kindle or Nook, or tablet such as the iPad.

Additional camera guides and photography books are planned, and *Full Stop* is looking forward to further success with independent e-book publishing and the continued growth of e-books, e-reader devices, and digital publishing. For further information contact Douglas Klostermann at 347-272-7000 / doug@dojoklo.com.

###