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## **About Lulu.com**

*Corporate Profile – 2009 Update*

Lulu.com is all about – YOU the creator, and YOU the business person.

To be clear, Lulu is not a publisher. It is a digital marketplace guided by a vision of empowerment and accessibility, and built on a business model that has proven wildly successful. The rapid growth of Lulu, which is being driven by over 15,000 new registrations a week and more than 100,000 unique visitors everyday, is built on its proven ability to grab hold of the long tail of user-generated content and provide an empowering outlet for creators of all types.

Lulu eliminates traditional entry barriers to publishing, and enables content creators and owners – authors and educators, videographers and musicians, businesses and nonprofits, professionals and amateurs – to bring their work directly to their audience. First, they use Lulu's tools to format their digital content. Then they take advantage of Lulu's dedicated marketplace, custom storefronts and advanced listing and distribution services to make their books, videos, CDs, DVDs, calendars, reports and more available to as many, or as few, people around the world as they like, earning 80% of all creator revenue, of which millions of dollars has already been paid out.

As the creation of user-generated content has grown exponentially, Lulu has been at the forefront of this still rapidly growing curve. In just seven years, Lulu.com has, in essence, become home to a new economy due to the success of our users. Built on the principals of intellectual property, the 80/20 creator revenue split, and empowerment marketing, Lulu users have spread the word to others and built a community that has earned millions in creator revenue. With users in more than 80 countries and offices in Raleigh, London, Toronto and Bangalore, Lulu is a winner of the 2007 Web 2.0 Award for best websites (SEOMoz.com), and is the top ranked self publishing site on Alexa, boasting one of the largest online worldwide creative communities and a premiere global marketplace for new digital content on the Internet.

Lulu is guided by founder and CEO Bob Young – a true technology entrepreneur and open source visionary with four successful multi-million dollar start-up companies on his resume. In 1993, Young co-founded Red Hat (NYSE: RHT), the open source software company that gives hardware and software vendors a standard platform on which to certify their technology. Red Hat is a Fortune 500 company and chief rival to Microsoft. His success at Red Hat won him industry accolades, including nomination as one of *Business Week's* "Top Entrepreneurs" in 1999.

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## Fact Sheet

2009 Update

### Who is Lulu.com?

- A privately-held company, founded in 2002 by CEO Bob Young, also the co-founder of Red Hat
- Large creative community - over two million members and more than 15,000 new members a week from more than 80 countries

### What does Lulu.com offer?

- Print – books, brochures, manuals and materials for business solutions
- Lulu Studio™ – calendars, photo books, art and images
- Social Networking – marketing, commerce and exposure via weRead, the most popular social book discovery application, allowing readers to catalogue, rate and review books
- Lulu Poetry – Lulu purchased the domain [www.poetry.com](http://www.poetry.com) in April 2009 and is completely overhauling the site. Lulu Poetry is targeted to poets who want to connect with their peers and have access to resources to receive reviews on their poetry, as well as recognition, contest prizes and help publishing their work.

Access to the fastest and most extensive distribution system available anywhere – and at the same time, allows authors to maintain complete control over their content and pricing.

### Where is Lulu.com?

- In the world: An international company with staff in 12 countries, and offices in Raleigh, London, Toronto and Bangalore.
- 50% of Lulu.com visitors are from outside the U.S.
- In the Blogosphere: On average 400 mentions of Lulu.com in various blogs a week; explosive viral growth.

### Why Lulu.com?

- Lulu.com empowers anyone to make money on their projects with an 80/20 revenue split and by providing a unique on-line sales and global distribution system – a viable business model for the current economy and beyond.
- Lulu.com presents authors with total editorial and copyright of their work.
- Content on Lulu.com is easily accessible – perfect for niche communities searching for specific topics as well as for authors of niche titles searching for an audience.
- Lulu.com is home to a new economy – digital marketplace of buyers and sellers, where the only rule is that the sellers are selling 'intellectual property' and buyers buy the intellectual property in either a physical or digital form.
- Lulu.com allows for personalization and customization for individual or business needs – no more collateral with out-of-date figures.
- Lulu's Print-On-Demand process means books are only printed when they are purchased. No minimum run – no excess inventory for authors.

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## **Lulu.com By Numbers** *2009 Update*

### **Numbers on the Web:**

- Traffic: more than 83,000 unique click-throughs a day.
- Viral growth: in the past year more than 1,930,000 blogs mention or link to Lulu.com (according to Google blog search).

### **Lulu.com creators:**

- Content is published every 1.75 minutes on Lulu.com
- Size of Lulu community: over two million members
  - 50 % creators and 50 % buyers
  - In 2008, Lulu.com averages 12,000 new registrations every week
- Creator registrations in 2008: 640,749 or more than 50,000 per month
- Lulu creations: more than 1.1 million
  - Paperback books: 716,191
  - Hardback books: 98,770
  - E-books: 52,343
  - Photo Books: 34,006
  - Calendars: 54,862
  - Brochures: 7,085
  - Digital Content: 176,824

### **Growing Lulu.com:**

- Lulu's revenue doubled from 2005 to 2006
- 37 percent growth from 2007 to 2008

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## **Lulu.com: Publishing for the People**

Do you find that you are always the one with a camera at events with family and friends? Do you have a story that you have always wanted to share with the world? Are you an aspiring artist or designer looking for a way to distribute your portfolio?

Whatever your interest or hobby, Lulu.com has the tools to turn your original digital content into marketable creations. In the current economy, don't just look for ways to save money – *make* money with Lulu.com. Not only can anyone publish books, photo books, calendars, periodicals and other content at Lulu.com, but they also retain complete editorial and copyright control over their creations. With Lulu's innovative print-on-demand technology, there is no up-front cost and with an 80/20 revenue split, creators get 80% while Lulu keeps only 20%. Lulu profits only when authors do.

Lulu's strategic partnerships further empower authors to make high quality products. With images from partners like Getty Images and Collegiate Images, users can enhance their personal creations by incorporating licensed images into their work. The innovative technology behind the Lulu Studio™ makes these professional images available on a per-use basis to the public for the first time, enabling our users to make the best product possible.

In addition to publishing tools, Lulu has a global marketplace where authors can sell directly to customers around the world through their own Lulu storefront. For the "digital do-it-yourselfers" with their own web presence, Lulu gives authors the power to harness the benefits of social networking tools, such as web buttons, banners, "mini storefront" widgets and the weRead application. weRead helps authors and readers alike share and discover new books through ratings, reviews and recommendations.

Lulu.com gives people the power to create high quality products, retain complete control over their creations and then provides a global marketplace where authors can – and do – profit.

### Creation Ideas on Lulu.com:

- Books
- Photo books
- E-books
- Calendars
- Comic Books
- Cookbooks

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## **Lulu.com Earns High Marks Among Educators and Students Alike**

With publishing tools, print-on-demand technology and worldwide presence, Lulu.com is at the “head of the class” for education tools. Lulu provides a platform to create and publish everything from lesson plans, textbooks and course catalogues for teachers to professional-looking projects, portfolios and dissertations for students. As a web-based company with no up-front cost, Lulu provides a cheap and easy way to take your classroom global.

Those who home school or teach in a traditional educational environment can design their own lesson plans or textbooks and make them available to their students with the same high quality but at a much lower price. Contributors from all over the world can work together easily to create relevant plans and books, which can be changed at any time for free and made available instantly to the world.

Students of all ages are empowered to create on Lulu.com. For kids eight and up, Lulu.com offers “Books by You” in collaboration with Knowledge Adventure and Lithgow Palooza. The combination of John Lithgow’s rich storytelling abilities with Knowledge Adventure’s aptitude for creating educational software programs makes learning exciting and promotes creativity in children by allowing them to craft their own books. Aspiring Authors, a program for kids in K-8<sup>th</sup> grade, helps kids become published authors. After registering on Lulu, each student who completes a book in the registered class will receive their first printed copy for free. Not only is this a great educational experience, but schools can also set the amount of revenue that’s collected from each sale of a student’s book – making this a great fundraising activity.

For older students, Lulu’s publishing tools offer a free and easy way to publish portfolios, dissertations and collaborations. Students from Yale University, University of Pennsylvania, and North Carolina State University’s College of Design have used Lulu.com to publish their work.

With Lulu’s print-on-demand technology, yearbooks can now truly commemorate the *entire* school year. There is no cut-off date, so proms, graduations and other late-in-the-year events can be included. There is no standing inventory or payment until a book is ordered, and since schools can set the revenue, publishing yearbooks through Lulu can double as a great way to raise money for schools.

With quick, easy and inexpensive publishing tools, a global reach and immense fundraising potential, Lulu.com provides all the cool school tools for educators and students alike.

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## Distribution Fact Sheet 2009 Update

Lulu gives authors access to the fastest and most extensive distribution system available anywhere – and at the same time, allows them to maintain complete control over their content and pricing.

Authors have three ways that they can tap into the most advanced and flexible distribution infrastructure in on-demand publishing:

- 1. The Lulu.com Marketplace.** They can instantly showcase their works to potential buyers – more than 500,000 site visitors each week – and even create free custom storefronts to display their wares.
- 2. Optimized Search.** The fact is most online book purchases aren't made when someone types in a specific title or visits a specific online retailer. Instead, people use keywords to search on a topic or a title, and then click through on a high-ranking result. This is where Lulu really shines – and goes far beyond other sites that pretty much stop at printing. Lulu truly empowers authors, by piggybacking searches that match their content on top of our already massive pull. This means that the user's works are elevated, optimized and easy to find on leading search engines such as Google and Yahoo.
- 3. Lulu's Top-Tier Sales Channels.** With Lulu's unique Published By You service, authors literally become their own publishers. For just \$99, they purchase an ISBN (an internationally recognized identification code), and open the door to an even wider audience of potential buyers – a global market that there's simply no other way of reaching.
  - With the purchase of Lulu's Published By You service, they can have the contents of their books added to the Google Book Search database immediately. So anytime someone searches for matching keywords, up pops an excerpt from the book – and a direct link to buy it at the Lulu Marketplace.
  - Their books are listed on the three major book industry databases – Bowker's Books In Print, Ingram Book Group and Nielsen Book Data – which encompass the largest web-based professional resource, the largest North American distributor and the leading global provider of data services to libraries.
  - These listings lead directly to more than 60,000 retailers, online and off, which may include Amazon.com, Borders, Barnes & Noble, and Buy.com. Hundreds of schools, universities and library systems on four continents will also have access to these listings.

Authors who want to sell their book in a country that doesn't yet have Published By You don't have to worry. They can receive many of the same benefits through our Published By Lulu service, which is also available through the [My Projects](#) page in the My Lulu Tab. Countries where Published By Lulu is available are: Canada, Mexico, Latin America, Asia, Australia/ New Zealand, Italy and Spain.

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## Lulu Services Bring Your Book to the Next Level

If your goal is to make your book marketable, Lulu has a surplus of service offerings just for you. Understanding that every author needs a little help through the publishing process once in a while, Lulu offers publishing services to meet every author's needs. Editing, formatting, marketing, and cover design are just a few of the fee-based services available to authors on Lulu.com.

- **Individual Services:** Is your manuscript edited but not formatted? Or is your book already published and you are looking for some help in getting the word out? Lulu offers a wide range of a la carte services so that authors can pick and choose the services that best fit their needs. A user can opt for a basic, text-only formatting service for \$200 or a custom formatting service for \$500. Customer cover design starts at as little as \$80.
- **Publishing Pack:** If you are new to the self-publishing world and find yourself feeling a little overwhelmed, Lulu's Publishing Pack can help put any beginner on the right and fast track to a published project. This \$390 bundle takes care of pre-publishing needs including editorial work, formatting and a custom cover design, all while saving the author 10 percent!

Looking for more service options? Lulu invites authors to browse its full list of services at <http://www.lulu.com/services>.

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