



**FOR IMMEDIATE RELEASE**

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## **Elsevier Launches MT Toolbox Using Cadmus' QLU™ Desktop Access Solution**

**Richmond, Virginia (February 21, 2006)** — Cadmus Communications Corporation (NASDAQ/NM: CDMS) announced today that Elsevier is launching a new electronic access to its medical transcription reference service using Cadmus' QLU™ desktop access application. By offering content through QLU (Quick LookUp), the publisher provides its subscription base with search capabilities and instant access to up-to-date versions of the suite of Elsevier medical reference titles included in their MT Toolbox offering.

Using QLU will enhance the productivity of the medical transcriptionists (MTs) who subscribe to Elsevier's MT Toolbox by reducing the time it takes to identify and search for information. By moving the reference sources from the library bookshelf to the user's desktops, the MT Toolbox powered by QLU will dramatically improve the speed at which MTs can work. QLU also enables publishers to offer trial subscriptions for conversion to paid subscriptions using a built-in e-commerce engine. In addition, QLU manages subscription expirations to increase renewal rates and revenues compared to print and CD-ROM distribution models. QLU enhances product development with usage tracking and a reporting tool as well as enabling revenue growth with contextual and rich-media advertising opportunities for publications.

"The MT Toolbox offers instant access to the most trusted sources in medical publishing," states Chris Baumle, Executive Publisher for Elsevier. "With this tool, the complete *Dorland's Medical Illustrated Dictionary*, the comprehensive *Mosby's Drug Consult™*, and *The Latest Word Newsletter* are delivered in an indexed, searchable format to the MT's desktop so that the user can instantly find medical terms without leaving their desktop using features such as 'always on' and 'hot keys.' It creates the perfect platform for up-to-date, trusted and accurate information which can be located far more easily than with a generic web search."

Baumle adds, "We are really excited about this product and its potential revenue opportunities. We are offering our current customer base a free 30-day trial and are planning a comprehensive marketing campaign around this service that will launch this spring."

"This is an excellent example of how QLU provides a cost-efficient way for publishers of essential information to deliver both enhanced functionality for users and revenue opportunities for the publisher. In addition, the robust access control and e-commerce capabilities enable publishers to manage their products flexibly such as offering free trials, content bundling, and the ability to provide content updates remotely," stated Hai Tran, Senior Vice President of Strategic Development and Emerging Solutions.

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### **About Elsevier**

Elsevier is a world-leading publisher of scientific, technical and medical information products and services. Working in partnership with the global science and health communities, Elsevier's 7,000 employees in 71 offices worldwide publish more than 2,000 journals and 2,200 new books per year, in addition to offering a suite of innovative electronic products, such as ScienceDirect, MD Consult, Scopus bibliographic databases, and online reference works.

Elsevier is a global business headquartered in Amsterdam, The Netherlands and has offices worldwide. Elsevier is part of Reed Elsevier Group plc, a world-leading publisher and information provider. Operating in the science and medical, legal, education and business-to-business sectors, Reed Elsevier provides high-quality and flexible information solutions to users, with increasing emphasis on the Internet as a means of delivery. Reed Elsevier's ticker symbols are REN (Euronext Amsterdam), REL (London Stock Exchange), RUK and ENL (New York Stock Exchange). Additional information can be found at [www.elsevier.com](http://www.elsevier.com).

**About Cadmus**

Cadmus Communications Corporation provides end-to-end, integrated graphic communications services to professional publishers, not-for-profit societies and corporations. Cadmus is the world's largest provider of content management and production services to scientific, technical and medical journal publishers, the fifth largest publications printer in North America, and a leading national provider of specialty packaging products and services. For more information about the innovative technologies and products developed for publishers by Cadmus, visit [www.cadmus.com](http://www.cadmus.com).