

HOLD FOR RELEASE UNTIL MAY 17

May 17, 2012 — Unglue.it (<http://unglue.it>) is launching on May 17, 2012, at noon EDT, with author Michael Laser as one of its inaugural rights holders. Unglue.it is a crowdfunding site that lets book lovers pay authors and publishers to make their already-published books free to the world under a Creative Commons license. If supporters pledge \$11,000 by September 17, 2012, Laser's autobiographical middle-grade novel, *6-321*, will be released in an unglued ebook edition.

As the popularity of ebooks skyrockets, readers have been discovering both their convenience and their disadvantages. Proprietary formats and digital rights management (DRM) technology lock ebooks to specific devices and make it hard for people to keep reading their books as technology changes. Many ebooks cannot even be lent by libraries. Unglued ebooks solve these problems. They have no DRM and can be copied and shared without infringing copyright due to the Creative Commons license. Instead of receiving royalties, rights holders are paid a licensing fee of their choice in advance. Book lovers pledge toward this fee using the Unglue.it platform.

"I love the idea of 'ungluing' books," said author Michael Laser. "I want readers to have access to my work, and this approach -- which I never would have dreamed up myself -- seems like a creative way to put literature in the hands of countless library patrons."

"School librarians tell us constantly how hungry their young readers are for ebooks," said Eric Hellman, President of Gluejar Inc., the company behind Unglue.it. "We're thrilled to have YA author Mike Laser on board at launch, and hope that book lovers around the world will join with us to introduce his work to everyone, everywhere."

About Unglue.it: Unglue.it (<http://unglue.it>) is a crowdfunding platform which rewards rights holders for making their ebooks available to the world under a Creative Commons license (<http://creativecommons.org>). Unglue.it runs campaigns for previously published books, allowing book lovers to pledge toward giving them to the world. When rights holders' target prices are reached, they receive funds in exchange for issuing an unglued ebook edition which can be freely read, copied, and shared, noncommercially, worldwide. For more information, see <http://unglue.it/press>.

About Michael Laser: Michael Laser (<http://michaellaser.com>) writes novels for both adults and young people, as well as short stories and nonfiction. His essays have been featured in the *New York Times*, the *Christian Science Monitor*, and Salon.com, among others. He also runs a web site, <http://News-Basics.com>, where students and adults can get concise, impartial overviews of important news topics.

Contact Information:  
Eric Hellman  
President, Gluejar Inc.  
[press@gluejar.com](mailto:press@gluejar.com)

Michael Laser, [michael@michaellaser.com](mailto:michael@michaellaser.com)

To arrange interviews, readings, appearances: Jennifer Prost Public Relations:  
[jprostpr@comcast.net](mailto:jprostpr@comcast.net)

For rights, permissions, etc.: Bill Lee, Lee-Steinberg Agency, : [bill@Lee-Steinberg.com](mailto:bill@Lee-Steinberg.com)