



FOR IMMEDIATE RELEASE

**Contact: Todd Starowitz**  
toddstarowitz@tyndale.com  
630.784.5397

## **Tyndale House Publishers to Enter Publishing Alliance with NavPress**

**Carol Stream, Ill. and Colorado Spring, Colo. (9/11/2013//10:00 a.m. CTD)** - Tyndale House Publishers (@tyndalehouse), Inc. and NavPress, a division of The Navigators, jointly announced today that they have entered into a publishing alliance to grow the influence and impact of the well-established and respected NavPress brand. Plans are underway to increase the global distribution of the NavPress backlist and expand the opportunities for new NavPress books and Bibles to be published next season and in the years to come.

NavPress will continue to operate as the fully owned publishing arm of The Navigators, a worldwide ministry headquartered in Colorado Springs, Colorado. Tyndale is coming alongside NavPress to bring efficiencies of scale to the publishing process including manufacturing, warehousing, selling, marketing and fulfillment. The larger scale of operations will benefit both companies during this continued time of change and consolidation in the publishing industry.

Charlie Dokmo, The Navigators chief of staff and interim CEO of NavPress, commented, "I am excited about the alliance with Tyndale. This new publishing arrangement will allow the NavPress team to focus on what we do best, which is acquiring and developing new content—the heart and the future of every publisher. At the same time, this alliance will increase the opportunity for our authors to maximize their impact in the marketplace considering Tyndale's well regarded marketing prowess, sales talent and operating platform. Most importantly, The Navigators is delighted to be engaging in God's work with Tyndale and its rich heritage of 'ministering to the spiritual needs of people.'"

Jerry Bridges, author of The Pursuit of Holiness notes, "Tyndale has a long historic commitment to minister to the spiritual needs of people through publishing. This passion will energize the vital NavPress mission of producing discipleship materials that can help believers in every stage of their walk with Christ."

Doug Knox, SVP and Group Publisher for Tyndale House Publishers, is enthusiastic about the new alliance. "Tyndale and NavPress share a common mission, with product lines that are more complementary than competitive," he said. Working together we can leverage each other's strengths to accomplish better stewardship of our individual resources. We are eager to begin building on the strong presence NavPress enjoys in books, Bible studies and ministry resources that help people grow deeper in their faith. Since the Bible is at heart of everything we do at Tyndale, we are looking forward to expanding on the phenomenal worldwide impact of The



Message. The need and the opportunity for The Message are just as great now as when it was first published more than 20 years ago.”

“For more than 50 years, Tyndale has been helping people engage with the Bible in very creative ways,” said Rick Christian, president of Alive Communications and long-time literary agent for Eugene Peterson, translator of The Message. “Eugene and I couldn't be more pleased that NavPress is joining forces with Tyndale to ensure The Message reaches a broader audience and impacts the next generation for the Kingdom.”

The three-month, two-round search for the best commercialization alliance partner for NavPress, resulting in the selection of Tyndale House Publishers, was conducted by Don Gates of The Gates Group based in Louisville, Kentucky.

For the time being, it will be business as usual for retail, church, and individual customers of NavPress. All orders will be placed with and shipped by NavPress until further notice. Orders can be placed through [www.NavPress.com](http://www.NavPress.com), or by calling your NavPress representative. For additional information about orders or returns please call 1-800-366-7788 for NavPress customer service. Other inquiries for NavPress may be directed to spokesperson Mike Smith at (719) 594-2251 or [mike.smith@navigator.org](mailto:mike.smith@navigator.org).

The Tyndale sales and marketing team will begin pre-selling the NavPress 2014 summer list to the trade in November 2013. Sales-related inquiries for Tyndale may be directed to Nick Sharkey at (630) 784-5464 or [nicksharkey@tyndale.com](mailto:nicksharkey@tyndale.com).

## **Questions and answers about the Tyndale House/NavPress Publishing Alliance**

### **Tyndale questions and answers:**

**Why did Tyndale enter this alliance? Did Tyndale pursue NavPress or did NavPress make initial contact?:**

**Answer:** Tyndale’s successful 20-year publishing alliance with Focus on the Family has clearly shown us the mutual benefits of the alliance model. Don Gates, a consultant to NavPress, invited Tyndale and several other publishers to have a discussion with NavPress to explore how an alliance might work. This process resulted in Tyndale and NavPress striking an alliance. Our goal is to help build the NavPress publishing enterprise while increasing our ministry impact and growing the Tyndale business.

**Question: Will Tyndale add staff because of the new alliance with NavPress?**

**Answer:** Yes, we will have a core team internally to manage the alliance and plan to increase capacity in select departments across the organization.



**Question: What are the risks involved for Tyndale House Publishers?:**

**Answer:** We will have the risks of additional inventory, increased marketing investments and overhead costs related to expanding capacity.

**Question: Are there other publishers that Tyndale may have in its sights?:**

**Answer:** No, integrating NavPress while continuing to grow existing business units will keep us busy. Our goal is for the integration process to be seamless for retail partners, churches, and individuals that have been buying from NavPress.

**Question: How many product lines or products will Tyndale be adding from the NavPress line?:**

**Answer:** Tyndale is taking on all of the NavPress product lines. We will manage their backlist with the same policy that guides the management of our own.

**Question: Will the products from NavPress begin carrying the Tyndale brand, or will they maintain the brand of NavPress?**

**Answer:** NavPress will remain a full service independent publisher continuing to operate as a division of The Navigators. They will continue to own all the publishing rights to their catalog of products. NavPress will be fully responsible for new product acquisition and development and other publishing functions. So the NavPress brand will remain the dominant brand on the product with the Tyndale brand added as a flag to retailers ordering NavPress products.

**Question: Has Tyndale previously had any similar publishing alliances?**

**Answer:** Yes. Tyndale and Focus on the Family have been in an alliance publishing relationship for many years.

**Question: Is the alliance beginning immediately?**

**Answer:** For now it will be business as usual for NavPress customers. NavPress will continue to receive and process orders until further notice. Tyndale will begin pre-selling the NavPress 2014 summer list to the trade in November 2013.

**Question: Consolidation seems to be a trend throughout publishing? What is the potential for Tyndale to become the target of a larger publisher?**

**Answer:** Tyndale's organizational structure was established with a long term pursuit of independence and generosity. Ken Taylor told us many times that Tyndale was the Lord's company and our current structure was established in his lifetime to perpetuate that vision.



## **NavPress questions and answers:**

### **How will this alliance with Tyndale House affect your current staff?**

**Answer:** The NavPress staff will be significantly decreased in this alliance. NavPress will maintain a small, high-quality acquisition core team for the future.

### **If current staffers are let go, how many staffers will be released and when will these layoffs take place?**

**Answer:** The number of staff to be released is not finalized at this date. The reductions will happen over the next couple of months with most occurring on October 31, and other staff remaining for three-to-four months afterwards.

### **What will NavPress continue to manage under this alliance?**

**Answer:** This new publishing arrangement will allow the NavPress team to focus on what we do best, which is acquiring and developing new content—the heart and the future of every publisher. At the same time, this alliance will increase the opportunity for our authors and their agents to maximize their impact in the marketplace, considering Tyndale’s well-regarded operating platform, marketing prowess, and sales talent.

### **How will this alliance affect your current structure? Will NavPress still acquire books and remain an independent publisher?**

**Answer:** The alliance will affect the current structure by moving the production, fulfillment, marketing, sales, and P/L responsibilities to Tyndale. The core content and author acquisition will be the responsibility of NavPress and allows us to remain an independent publisher and continue to preserve and further present the NavPress brand.

### **How does this alliance affect your current authors and their royalties?**

**Answer:** The current authors will enjoy the continuation of their existing contract and royalty positions. In addition, they will become part of a Tyndale’s larger sales and marketing presence, with a well-established marketplace to help promote and market books and materials in more effective ways than NavPress enjoys today. NavPress will still be the principle liaison with the authors.

### **Does this alliance signal financial struggles for NavPress?**

**Answer:** NavPress, like all Christian publishers understood the complex marketplace at work in the publishing industry and desired to re-invent itself and preserve the brand and legacy of NavPress for the future. NavPress pursued a vision to come alongside a “like-minded” missional publisher, considering this a necessary step to effectively fulfilling our mission while achieving financial stability.



**What does NavPress hope to accomplish with this alliance with Tyndale?**

**Answer:** NavPress' hope is to continue to provide quality content focused towards Spiritual Growth, Life Transformation, and Discipleship in a highly competitive marketplace while finding ways to improve and grow this genre of publishing with the synergy created in this alliance.