

## **Media statement**

**2 August 2018**

### **Edify takes on responsibility for the promotion of OUP's global catalogue in New Zealand**

Edify and Oxford University Press (OUP) have signed a Marketing Agency Agreement whereby Edify will take on responsibility for the promotion of OUP's global catalogue to New Zealand customers. The agreement takes effect from 1 September 2018 and encompasses OUP's education resources across Higher Education, Schools, ELT and Dictionaries only. The agreement excludes resources from OUP's Academic Division.

"Edify are delighted to be associated with such a prestigious brand as OUP," said Edify CEO Adrian Keane. "OUP is synonymous with the pursuit of excellence in education and along with our wider portfolio of brands we can now offer New Zealand learners and educators an unparalleled collection of resources."

Arthur Baker, Managing Director of OUP Australia & New Zealand said "Oxford University Press has had a long and proud history of publishing and promoting a broad variety of educational and trade resources in the New Zealand market. Adrian and his team of trusted Education Consultants have a deep knowledge and understanding of the New Zealand curriculum, from early childhood education through to post graduate learning. By partnering with them it means we will be more responsive to the needs of our customers at every level of the education market in New Zealand. I am delighted to be working with Edify to significantly grow our local market presence and deliver the best learning resources to support New Zealand educators and learners."

ENDS

### **About Edify**

Edify Limited is an Auckland based Educational Publishing and Distribution Company. Edify publishes its own list and also partners with a select group of market leading publishers in the education market.

To learn more or if you have any questions please contact:

Edify - Adrian Keane | [adrian@edify.co.nz](mailto:adrian@edify.co.nz) | Ph. 09 972 9428 | Fa. 09 972 9429

### **About Oxford University Press**

Oxford University Press is the world's largest university press with the widest global presence. OUP Australia & New Zealand is the oldest continuous educational publisher in Australia, supporting Oxford University's objective of furthering excellence in research, scholarship, and education in the region since 1908. We believe that education changes lives, and the right learning resources can make a positive difference for learners of all ages.