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CAMPUSBOOKRENTALS REBRANDS AS SIDEWALK, LAUNCHES SERVICE FOR BOOKSTORES

[Press Release](#)

May 8, 2014

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Salt Lake City – CampusBookRentals has changed its name to Sidewalk and launched a line of back-end technology and services that help campus bookstores better compete in the college textbook market. CampusBookRentals is now the online rental division of the broader company.

Over the past decade, brick and mortar on-campus bookstores have lost an estimated fifty percent of the textbook market to online retailers. Sidewalk believes its services will help bookstores recapture their competitive edge by allowing them to acquire inventory at a lower cost and in turn lower their prices to students.

These technologies include a peer-to-peer textbook selling and sourcing platform that directly connects college stores across the country and the creation of a cloud-based retail and analytics platform. In addition, Sidewalk has created a white-label kiosk service to allow students to find and rent books right inside the bookstore.

"Sidewalk's products will provide bookstores with advanced tools in an increasingly competitive marketplace and will provide continuous savings to their student customers," said Alan Martin Sidewalk's founder and CEO. "We believe in the value and potential of college bookstores, and our evolution as a company reflects that belief. Our technologies ultimately lower prices for the student, and increase market share."



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