



FOR IMMEDIATE RELEASE

THE ASSOCIATION OF AMERICAN PUBLISHERS AND CONTENT DIRECTIONS SIGN COMPREHENSIVE AGREEMENT TO REGISTER DOIs

New York, April 8, 2003 – **Content Directions, Inc. (CDI)** and the **Association of American Publishers, Inc. (AAP)** announced today that they have signed a comprehensive DOI Registration Agreement. As a result, AAP will begin registering Digital Object Identifiers (DOIs) for its published materials (including research studies, industry reports, white papers, etc.).

For a live example of the technology as applied to an AAP report, click on the following DOI for “What Consumers Want in Digital Rights Management (DRM): Making Content as Widely Available as Possible in Ways that Satisfy Consumer Preferences” - DOI: <http://dx.doi.org/10.1003/whitepaper1>

“It’s an honor and a privilege for CDI to serve as a DOI Registration Agency for AAP. It was AAP that launched the DOI initiative in the first place in 1995-96 and has helped guide the DOI’s evolution ever since those early days,” said **David Sidman, Founder/CEO of Content Directions**. “Once again AAP has demonstrated its leadership by becoming the first trade organization in any industry to implement the DOI and thus guarantee permanent, reliable access to publications and to related information, even over time as its Web site changes or as these documents get updated or as new information becomes available on the same topics.”

"AAP looks forward to taking advantage of DOI resolution capabilities for a number of its documents, particularly its electronic publishing standards-related documents at the outset," said **Ed McCoyd, Director of Digital Policy at AAP**. "We are excited about working with CDI and using DOIs to enhance the discoverability of our documents, maintain persistent linking, and lead Internet users to a multitude of resources of interest."

The Association of American Publishers (AAP) is the principal trade association for the U.S. book publishing industry with some 300 members, comprising most of the major commercial book publishers in the United States,

as well as smaller and medium-sized houses, non-profit publishers, university presses, and scholarly societies.

For information specifically about AAP's "Digital Policy/Ebook Project," including the white paper "Numbering Standards for eBooks" which selected the DOI as an integral part of its eBook numbering standard and specified guidelines for its use, click on the following DOI: <http://dx.doi.org/10.1003/standards1>.

Content Directions helps companies increase their sales and profitability by improving the discoverability and utilization of their intellectual property and services, both on the Internet and within their enterprises. Its major tool is the DOI[®], a linking mechanism developed by the primary inventor of the Internet (Dr. Robert Kahn) and representing "The Next-Generation URL" in terms of superior reliability and functionality. Additional information on the DOI and on CDI's products and services can be found at <http://www.contentdirections.com>. Live DOIs from other CDI customers can be found at <http://dx.doi.org/10.1220/demo21>.

For further information, click on the DOI for this press release - <http://dx.doi.org/10.1220/pr24> - or contact:

Ed McCoyd
The Association of American Publishers, Inc. (AAP)
emccoyd@publishers.org
<http://www.publishers.org>

Tina Aridas
Content Directions, Inc. (CDI)
718-965-8490 or 917-514-5364
taridas@contentdirections.com
<http://www.contentdirections.com>

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