



FOR IMMEDIATE RELEASE

McGraw-Hill Professional Applies Digital Object Identifiers (DOIs) to AccessScience Content

New York – July 21, 2004 – **McGraw-Hill Professional**, a leading global provider of professional information in electronic and print formats, and **Content Directions, Inc. (CDI)**, the leading commercial digital object identifier (DOI) Registration Agency, today announced the application of DOIs to *AccessScience*, the premier provider of scientific reference information on the Internet. *AccessScience* includes the renowned *McGraw-Hill Encyclopedia of Science & Technology Online*.

DOIs throughout *AccessScience* will help World Wide Web users, particularly students, find McGraw-Hill science and technology content in more than 8,000 articles written by the leading figures in their fields—including 30 Nobel Prize winners. The DOI is an Internet-based system for identifying and exchanging intellectual property of all kinds and at any level of “granularity”. On the Internet, the DOI functions as a kind of “super-URL,” linking users directly to where they can view or buy an item, learn more about it, find related items, access related services, contact the publisher, etc.

Ted Nardin, Group Vice President, McGraw-Hill Professional said: “We are excited to be among the first within the high school, college, and public library science reference area to implement DOIs. This enables us to bring the discoverability of our content broadly to the Web, drawing attention to the highly valued, full-text content while also helping students everywhere to find and make use of our publicly available material.”

David Sidman, CEO of Content Directions, noted, “McGraw-Hill continues to demonstrate leadership in the online publishing space with this latest phase in its continuing rollout of the DOI. *AccessScience*

marks the first occasion where a large repository of reference information has been fashioned into granular components with DOIs assigned, thus providing immediate value at a very specific level in response to a student's needs."

To view a live example, click on the DOI for "Stem cells" (<http://dx.doi.org/10.1036/1097-8542.800100>) or "Superstring theory" (<http://dx.doi.org/10.1036/1097-8542.670225>).

In September 2001, McGraw-Hill Professional published the first DOI-enabled eBook on the Internet – the "Post-Traumatic Stress Disorder Sourcebook," which was distributed free on the Internet in both Microsoft Reader and Adobe eBook Reader formats.

McGraw-Hill Professional announced the completion of its entire Professional Book Catalog with DOIs last year (<http://dx.doi.org/10.1220/pr21>). To see other DOI examples from the McGraw-Hill Book Catalog, visit <http://books.mcgraw-hill.com> and click any of the "Subjects" listed at the left, then mouse over "See the DOI for more info" under each book.

About McGraw-Hill Professional

McGraw-Hill Professional is a leading provider of print and electronic materials for the professional markets, including business, computing, science, technical and medical titles. It is a unit of The McGraw-Hill Companies (NYSE: MHP), a global information services provider meeting worldwide needs in the financial services, education and business information markets through leading brands such as Standard & Poor's and Business Week. Founded in 1888, the Corporation has more than 280 offices in 40 countries. Sales in 2003 were \$4.8 billion. Additional information is available at <http://www.mcgraw-hill.com/>.

About Content Directions, Inc. (CDI)

CDI 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. (See above for more information about the DOI.)

In addition to actually registering DOIs (as the first commercial DOI Registration Agency), CDI provides consulting on how the DOI can increase revenues and reduce costs. Additional information on the DOI and on CDI's products and services can be found at <http://www.contentdirections.com>.

For more information, you can:

click on the DOI for this press release: <http://dx.doi.org/10.1220/pr28>, or contact:

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