



FOR IMMEDIATE RELEASE

U.S. ISBN AGENCY R.R. BOWKER ANNOUNCES ONLINE MARKETING SERVICE FOR THE BOOK INDUSTRY IN PARTNERSHIP WITH CONTENT DIRECTIONS

Service Creates the Next-Generation “Digital ISBN” for the Internet

New York, NY – June 6, 2005. [R.R. Bowker](#), the U.S.ISBN Agency, today announced a partnership with [Content Directions, Inc. \(CDI\)](#), the leader in next-generation Web marketing, to create the “digital ISBN” for the Internet.

This new service, now available and marketed under the brand name “**Bowker MarketLinks™**,” offers all book publishers the automated creation and maintenance of permanent, persistent links that dramatically increase publishers’ top-line revenue by making their books more discoverable on search engines, driving higher click-throughs deep into their websites, and converting visitors to purchasers at a rate almost double the conversion rate of normal visitors to their websites.

The announcement follows a 9-month market test in which CDI and Bowker selected several publishers, deliberately both large and small (e.g. Penguin Putnam, Houghton Mifflin, Acropolis Books), and rigorously measured the **increases in Google rankings, user traffic, and sales** as a result of the service. Improvements in page 1 Google rankings ranged as high as 1400% in “before and after” tests, in which the same search terms were tested both before and after the service. In one publisher’s case, 36% of the searches resulted in the publisher’s book appearing as the #1 result on page 1 of Google, 60% as either #1 or #2 on page 1, and 79% somewhere on page 1. One publisher found that 60% of all Google referrals to its website are now coming as a result of MarketLinks found on Google. One publisher’s sales via Amazon quadrupled.

“Bowker is proud to be building on the legacy of the ISBN as the product identifier for the Book Industry.” said **Michael Cairns, President of Bowker**. “With MarketLinks, Bowker is leveraging the ISBN from its pure ‘identifier’ role into a marketing powerhouse that makes books more discoverable online and drives demonstrably higher traffic and sales conversions.”

“Significant revenue growth -- driven by the clever application of next generation Web navigation -- is no longer theoretical,” said **Hugh Brownstone, CEO of Content Directions**. “We’re delighted to partner with Bowker to bring real, dramatic on-line sales & marketing gains to the publishing world. The combination of Bowker’s market leadership and CDI’s technical leadership serves as a potent model for helping companies accelerate top line growth on the Web.”

Examples of the service can be viewed via the following MarketLinks:

- Penguin Putnam (“Paris Hilton: The Naked Truth”):
<http://dx.doi.org/10.1221/1596090030>
- Houghton Mifflin (“Precalculus with Limits”):
<http://dx.doi.org/10.1009/0395975921>
- Acropolis Books (“The Art of Spiritual Healing”):
<http://dx.doi.org/10.1565/0062503642>

More information about the service can be found at:
<http://www.bowkermarketlinks.com/>.

About Bowker

Founded in 1872, Bowker is North America’s leading provider of bibliographic information, and is also the official agency for assigning ISBNs in the United States. Summary statistics for U.S. Book Production is available on BookWire, Bowker’s portal to the book trade, at www.BookWire.com. The company’s flagship product, *Books In Print*[®], is available on the Internet at www.BooksInPrint.com, on CD-ROM and in hardbound print format. For more information, please visit www.Bowker.com or call 1-888-BOWKER2 (1-888-269-5372).

About Content Directions, Inc. (CDI)

CDI helps companies maximize the commercial effectiveness of their web presence by applying next generation web navigation tools and techniques. It is the industry leader in Digital Object Identifier (DOI) technology, the next generation in Web navigation developed by the primary inventor of the Internet and recent recipient of the Turing Award, Dr. Robert Kahn. More information about CDI’s products and services can be found at <http://www.contentdirections.com>, including [live customer examples](#) and numerous ROI studies which have documented how CDI’s unique, patent-pending implementation of the DOI standard radically accelerates its customers’ top-line revenue growth.

For more information, click on the DOI for this press release (<http://dx.doi.org/10.1220/pr38>) or contact:

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