FOR IMMEDIATE RELEASE

McGRAW-HILL'S NEW DIGITAL ENGINEERING LIBRARY OFFERS PINPOINT ACCESS TO INFORMATION WITH 'SUPER' URLS

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New York – March 15, 2005 – In the engineering field where precision is critical, professionals now have one of the most precise and effective online reference tools available to them. It's **McGraw-Hill Professional's** Digital Engineering Library (DEL), which is built with a search capability powered by **Content Directions, Inc. (CDI),** the leading commercial digital object identifier (DOI) Registration Agency.

DEL is a new service providing premier engineering information on the Internet, delivering over 4,000 articles derived from 150+ outstanding McGraw-Hill engineering titles. This online reference is uniquely structured around 12 major areas of engineering and more than 500 topics. Powered by CDI's technology, every content item in DEL has been assigned a DOI, which functions as a kind of "super URL" or web address. DOIs provide users with pinpoint access to the exact information they need. Rather than merely directing users to a publication index, DEL uses the DOI to bring the user directly to the desired object and anything related to it, including the various ways that the content can by acquired (pay-per-view purchase, subscription, etc.).

To view a live example, go to the DOI for:

- "Geotechnical Engineering" (http://dx.doi.org/10.1036/0071456325.CH07)
- "Elastic Stability" (http://dx.doi.org/10.1036/0071449566.CH15)
- "VoIP and SS7" (http://dx.doi.org/10.1036/0071406344.CH07)

 "We are proud to offer the first engineering resource on the Web to be enhanced with CDI's DOI standard," said Scott Grillo, vice president/director of Digital Product Development, McGraw-Hill Professional. "McGraw-Hill's content, combined with this technology, gives engineering professionals exactly the information they want, when

they want it." McGraw-Hill was one of the first publishers to take advantage of DOI technology and apply it to materials in both print and electronic formats.

"McGraw-Hill's latest use of DOIs is one of the first that combines a pay-per-view business model and a subscription-based one," explained Hugh Brownstone, CEO of Content Directions. "For subscribers, we anticipate that DOIs' enhanced discoverability and improved user experience will lead to greater use and higher renewal rates, especially among libraries and other institutional users."

To see examples of how DOIs are used in other McGraw-Hill products, visit the McGraw-Hill Book Catalog at 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 BusinessWeek. Founded in 1888, the Corporation has more than 280 offices in 37 countries. Sales in 2004 were $5.3 billion. Additional information is available at http://www.mheducation.com/

About Content Directions, Inc. (CDI)
CDI helps companies increase their sales and profitability on the Web by improving the discoverability of their products, increasing their utilization by customers, and quickly creating new and recombinant information products. 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, Dr. Robert Kahn, recent recipient of the Turing Award in recognition of having pioneered the Internet. Additional information on the DOI and on CDI's products and services can be found at http://www.contentdirections.com.

For more information click the DOI for this press release (http://dx.doi.org/10.1220/pr36), or contact:

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