



FOR IMMEDIATE RELEASE

GALE AND CONTENT DIRECTIONS SIGN COMPREHENSIVE AGREEMENT TO REGISTER DOIs

New York, November 25, 2002 – **Content Directions, Inc. and Gale**, a part of **The Thomson Corporation (NYSE: TOC, TSX: TOC)**, announced today that they have signed a comprehensive Registration Agreement. As a result, Gale will begin registering Digital Object Identifiers (DOIs) across its book publishing programs as well as its electronic database development, direct distribution and syndication efforts.

For a live example of the technology as applied to a Gale book, click on the following DOI for New Catholic Encyclopedia: <http://dx.doi.org/10.1223/0787640042>

The DOI is a system for identifying and exchanging intellectual property in the digital environment. The DOI is like the UPC (bar code) in the physical world, but for Internet-based resources such as digital content published online. It uniquely identifies digital objects and provides permanent links to the publisher and/or to any related services the publisher wants to enable, thus facilitating online transactions of all kinds including e-commerce, rights management, and digital distribution.

Gale is a world leader in both hard copy and e-information publishing for libraries, schools and businesses. Best known for its accurate and authoritative reference content as well as its intelligent organization of full-text magazine and newspaper articles, the company maintains more than 600 databases online, in print and in microform.

“We support implementation of DOI and expect it will contribute to the development of the market for all digital content,” said **Dennis Poupard**, Gale’s Executive Vice President of Editorial and Production. “DOI is important to Gale because of the benefits it provides to our customers. DOI allows our customers to more easily find the information they want, when they want it. Additionally, it allows us to link them to expanded information from any site that includes our data.”

Said **David Sidman**, Founder and CEO of Content Directions, “Gale has demonstrated vision and leadership by becoming the first unit of Thomson Learning to make use of the DOI and its dynamic MultiLink functionality. Content Directions is proud to have a strategic customer like Gale, which not only has a vision for its own future, but on behalf of Thomson Learning has now begun a process which we expect will lead to others within Thomson taking advantage of the DOI as well.”

About the Digital Object Identifier (DOI®)

The DOI is a system for identifying and exchanging intellectual property in the digital environment. The DOI is like the UPC (bar code) in the physical world, but for Internet-based resources such as digital content published online. It uniquely identifies digital objects and provides permanent links to the publisher and/or to any related services the publisher wants to enable, thus facilitating online transactions of all kinds including e-commerce, rights management, and digital distribution. Created by the primary architect of the Internet itself (Dr. Robert Kahn), the DOI can be thought of as “The Next-Generation URL,” or “a URL on steroids,” because it is:

- Unbreakable
- Multi-linkable
- Dynamic
- Industry standard
- Scalable
- Low-cost to implement

The DOI travels with the item itself (book, chapter, section, database record, image, etc.) throughout the Internet, on syndicated and partner sites, and via downloads. As long as the user is connected to the Web, the DOI MultiLink™ functionality with its Gale-specific applications will afford the user with support and services enabled by Gale.

About Gale and The Thomson Corporation

The Thomson Corporation (www.thomson.com), with 2001 revenues of \$7.2 billion, is a global leader in providing integrated information solutions to business and professional customers. Thomson provides value-added information, software applications and tools to more than 20 million users in the fields of corporate and professional training, assessment and testing, higher education, reference information, law, tax, accounting, financial services, and scientific research and healthcare. The Corporation's common shares are listed on the New York and Toronto stock exchanges (NYSE: TOC; TSX: TOC). Its learning businesses and brands serve the needs of individuals, learning institutions, corporations and government agencies with products and services for both traditional and distributed learning.

About Content Directions, Inc. (CDI)

Content Directions, Inc., is a DOI Registration Agency dedicated exclusively to implementing and promoting the use of the Digital Object Identifier (DOI). This

includes consulting on how the DOI can increase an organization's revenues and cut costs, as well as actually registering DOIs for digital content. Additional information on the DOI, and on CDI's products and services, can be found at www.contentdirections.com or by emailing info@contentdirections.com.

For further information, click on the DOI for this press release <http://dx.doi.org/10.1220/pr15> or contact:

Tina Aridas
Deputy Manager, Marketing & Press Relations
CONTENT DIRECTIONS, INC.
phone: (718) 965-8490
fax: (718) 768-7542
email: taridas@contentdirections.com

#