



FOR IMMEDIATE RELEASE

**GALE APPLIES DOIs TO ITS ENTIRE E-DOC OFFERING TO FACILITATE
DISCOVERABILITY ON THE WEB AND DRIVE PURCHASES**

Gale Uses Content Directions' DOI Registration Service.

New York, April 10, 2003 – **Content Directions and Gale**, a leading research and reference publisher and part of **The Thomson Corporation (TSX: TOC, NYSE: TOC)**, announced today that they are applying Digital Object Identifiers (DOIs) to Gale's entire e-Doc product line.

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.

Said **Scott Smith, Vice President, Business Development, Gale**, "We're looking forward to using DOI technology to increase the presence of our e-Docs throughout the Internet. The DOI will enable Gale to expose the individual documents and also provide automated contextual linking to related materials. Moreover, with the DOI, the user is directed to the e-Doc itself via an automated deep link to the point of purchase. It doesn't matter where the user first encountered the DOI -- whether via Gale's site, via search engine results, via an email from a friend, etc. The result is the same."

For a live example of the DOI technology as applied to a Gale e-Doc, click on the following DOI for ***Coming of Age in Mississippi: A Study Guide from Gale's Nonfiction Classics for Students, by Anne Moody*** (DOI: <http://dx.doi.org/10.1223/GALF5NCF5000035>).

Added **David Sidman, Founder and CEO of Content Directions (CDI)**, "Gale has again shown itself to be a leader in understanding that a publisher will increase its sales if its content is more discoverable on the Internet, and even more so if a user can proceed immediately from discovery to purchase. CDI looks forward to working with Gale to unlock the potential of the Internet as a medium for discovering and purchasing high-value content."

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.

To see Gale's initial press release about its initial adoption of DOI, see <http://dx.doi.org/10.1220/pr15>.

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/pr25> or contact:

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