



**FOR IMMEDIATE RELEASE**

**MARKETRESEARCH.COM AND CONTENT DIRECTIONS, INC.  
ANNOUNCE AGREEMENT TO IMPLEMENT DIGITAL OBJECT  
IDENTIFIERS**

**New York, NY**, July 15, 2004 – **MarketResearch.com**, the leader in global business intelligence representing the most comprehensive collection of published market research available on demand, and **Content Directions, Inc. (CDI)**, the leading commercial DOI Registration Agency, today announced an implementation of digital object identifiers (DOIs) within MarketResearch.com’s content and its related web sites.

For live examples of DOIs applied to MarketResearch.com reports, click on the following DOIs:

- *Early Stage Drug Discovery 2004* (DOI: <http://dx.doi.org/10.1569/KLI941708>)
- *Market Trends: Low-Carb Diets -- Will the Carbs Strike Back?* (DOI: <http://dx.doi.org/10.1569/LA957573>)
- *The U.S. Multicultural Women Market* (DOI: <http://dx.doi.org/10.1569/LA952692>)

“We are looking to the DOI to provide us with an ongoing communication channel that goes out to our customers,” said **Rob Granader, CEO of MarketResearch.com**. “The permanent links embedded within our reports are a great way to help customers find the right information, fast. The DOI will help users find related research, including newer versions of the same title or other treatments of the same subject,” Granader added.

Said **David Sidman, CEO of Content Directions**, “We are excited to be working with MarketResearch.com because they are a leader in the market research space and because they will be exploring the DOI’s ability to permanently ‘tether’ the customer

and their content back to MarketResearch.com's ongoing publications and services. In this way, they will both improve the value of the content itself and also facilitate repeat business."

### **About MarketResearch.com**

[MarketResearch.com](http://MarketResearch.com) is an aggregator of global business intelligence representing the most comprehensive collection of published market research available on-demand. By continuously updating research from over 350 of the leading research firms and consultancies worldwide, MarketResearch.com provides the most relevant, current and credible research available. Our Research Specialists bring an unbiased approach to identifying the information business professionals need to make effective strategic decisions.

MarketResearch.com has evolved through internal growth, acquisitions and outside investment. By combining the research expertise of FIND/SVP's publishing division, the solid foundation of Kalorama Information's publishing and distribution platform, and the technological capacities of the Internet, MarketResearch.com has quickly emerged as the leading online provider of global market intelligence products and services.

### **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 below for more information about the DOI.)

In addition to actually registering DOIs (as the first commercial DOI Registration Agency), CDI provides consulting and other applications enabling organizations to use the DOI to 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 live examples, see <http://doi.contentdirections.com> or visit <http://www.contentdirections.com> and click **-> LIVE CUSTOMER EXAMPLES <-**).

### **About the Digital Object Identifier (DOI®)**

The DOI is an Internet-based system for identifying and exchanging intellectual property of all kinds (books, music, images, database records, product descriptions) and at any level of "granularity" (individual chapters, songs, articles, product components). It is the online equivalent of the UPC (bar code), and on the Internet it functions as a kind of "super-URL," linking users directly to where they can view or buy the item, learn more about it, find related items, access related services, contact the publisher, etc. It also facilitates online transactions of all kinds, including e-commerce, rights management, and digital distribution.

Wherever the DOI is encountered – on Web sites, on Search Engines, within product reviews, within emails, and even within downloaded content – it always brings the user back to whatever information or services the publisher wishes to offer at that time. Further, these links are always up-to-date because they are served from a central DOI record maintained in a global directory (somewhat akin to the DNS system that routes domain names and URLs). These links are displayed via Content Directions' MultiLink™ menu, which is specified by the publisher and created/maintained by CDI. (For live examples, see <http://doi.contentdirections.com> or visit <http://www.contentdirections.com> and click “Live Customer Examples” or view the demos under “See the DOI in Action.”)

Evidence of the DOI's impact on profitability, conservatively measured as a 12-to-1 return-on-investment by the consulting firm EPS, is presented in the white paper <http://dx.doi.org/10.1220/eps1>.

For more information, you can:

- click on the DOI for this press release: <http://dx.doi.org/10.1220/pr29>
- or contact:

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