



FOR IMMEDIATE RELEASE

HUGH BROWNSTONE JOINS CONTENT DIRECTIONS, INC. AS CHIEF EXECUTIVE OFFICER

**CDI Poised for Next Phase of Growth.
Founder David Sidman Becomes Chief Operating Officer.**

New York, NY, October 25, 2004 – **Content Directions, Inc.**, a leader in next-generation Web navigation and optimization via Digital Object Identifier (DOI) technology, today announced that **Hugh Brownstone** has joined the company as **Chief Executive Officer**. Hugh brings to CDI two decades of large corporate experience in IT management, product development, operational management, strategy, M&A, and sales & marketing. Prior to CDI, Hugh held a number of senior positions at IMS HEALTH, Barclays Bank and American Management Systems. He was most recently Vice President, New Business Development, for IMS HEALTH Europe. **David Sidman, founder and current CEO**, steps into the newly formed role of **Chief Operating Officer**.

“As the founder of CDI, I couldn’t be more delighted that Hugh has agreed to join us in this key role,” said **David Sidman**. “He has exactly the kind of background we need to take the company to the next level. I’ve known Hugh for 15 years, and the opportunity to work with him to build CDI is truly exciting.”

“David and the team at CDI have done the hard work of creating the product and establishing an initial customer base in an entirely new space,” said **Hugh Brownstone**. “The Digital Object Identifier – and the opportunity it creates for companies and other institutions through the Web – is a very big idea. CDI’s clients have seen measurable improvements in search engine rankings, traffic, sales, and cost-avoidance. I’m looking forward to working shoulder to shoulder with David to bring the business benefits of this technology to a broad audience.”

Marty Kahn, Chairman of CDI, added, “Hugh is a seasoned executive who combines an entrepreneurial mindset with significant corporate experience.

Having worked with Hugh as a fellow board member and seen him in action, I'm convinced that we now have the team in place to take CDI forward."

About Content Directions, Inc. (CDI)

CDI helps organizations extract additional value from their intellectual property on the Web and within internal systems by improving discoverability, increasing utilization, 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.

CDI is the world's first commercial DOI Registration Agency. In addition to its role as a registrar, CDI provides highly specialized, value-added extensions and consulting to companies and other institutions seeking to create compelling new information products or rejuvenate existing product lines. 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 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. 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). 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 "*Economic Benefits of Digital Object Identifier Applications in Publishers' E-Commerce Operations*" (DOI: <http://dx.doi.org/10.1220/eps1>). Evidence of

further economic benefits, which accrue throughout the value chain of content distribution, syndication and online partnering, is presented in EPS' second white paper "*Using the DOI to Improve Profitability in Content Distribution*" (DOI: <http://dx.doi.org/10.1220/eps2>).

For more information, click on the DOI for this press release (<http://dx.doi.org/10.1220/pr33>) or contact:

Tina Aridas

Deputy Manager, Marketing & Press Relations

CONTENT DIRECTIONS, INC.

phone: 917-514-5364

fax: 718-768-7542

email: taridas@contentdirections.com

#