



CONTENT DIRECTIONS AND SEALEDMEDIA PARTNER TO COMBINE CONTENT SECURITY AND CONTENT MANAGEMENT TECHNOLOGIES

-- Technologies Will Provide Publishers Digital Content Security, Tracking And eCommerce Capabilities--

New York, New York and Beaconsfield, UK -- January 21, 2002 -- Content Directions, Inc., a Digital Object Identifier (DOI) Registration Agency and Internet services firm, and SealedMedia, the leader in Digital Rights Management (DRM) technology for ePublishing and Enterprise Security, today announced that they have entered into a strategic partnership. Under the new agreement, the two companies will work to create complementary technologies that combine the power of the DOI system for identifying and exchanging intellectual property with the security of SealedMedia's DRM solution, to prevent copyright infringement and unauthorized use of online content. This powerful combination of solutions will help publishers to easily and securely identify and sell a wide range of digital content.

The DOI uniquely identifies digital objects and provides a permanent link to the publisher and/or to other vendors or services designated by the publisher, thus facilitating online transactions including e-commerce, rights management, and digital distribution. The DOI, which is similar to a UPC bar code, is based on technology developed by Dr. Robert Kahn, one of the principal inventors of the Internet.

"SealedMedia has long recognized the power of the DOI as key to future online publishing applications" said Peter Kumik, Managing Director of SealedMedia. "Content Directions first began working with the book publishing industry to implement the DOI earlier this year, and has already received strong interest from a number of major publishers. We are excited to simplify today's complex process of managing and protecting digital content and intellectual property by partnering with Content Directions."

"We congratulate SealedMedia on being the first DRM provider to take advantage of the DOI" stated David Sidman, CEO of Content Directions. "As a leading DRM provider, SealedMedia have recognized that as a key component of the online value chain it is critical that there is easy integration with other core technologies via the DOI. Integrating our DOI technology with SealedMedia's DRM technology will help publishers authenticate content and create a framework for managing this content with a convenience not offered today."

Established in 1996, SealedMedia offers the only complete, easy-to-use, production-ready solution for sealing and managing the use of all types of online content, including music, video, text, video games, etc. Just as importantly, SealedMedia is

the only Digital Rights Management company to recognize, in the design of its solution, that consumers paying for content deserve to view and use it from any PC — not just from the PC to which the content was originally downloaded. By sealing content using the wide variety of flexible and creative licensing methods available from SealedMedia, artists and distributors in the billion dollar market for interactive content can take the "free" out of the Internet media "free-for-all" - without penalizing their customers or off-putting their prospects.

About SealedMedia

SealedMedia's Digital Rights Management (DRM) technology empowers publishers and information producers with fine-grained persistent control of their digital content. This enables the development of sophisticated online media delivery applications for valuable and sensitive information. SealedMedia's proven solution provides robust protection for multiple types of digital content including text, images, audio and video. It allows content owners to grant and modify licenses for accessing content in real time while protecting against unauthorized access.

SealedMedia has been selected by leading organizations around the world for sealing books, newsletters, research, music, learning materials and confidential information. SealedMedia has sales offices in New York, San Francisco, the UK and the Netherlands. More information can be found about SealedMedia at www.sealedmedia.com.

About Content Directions, Inc.

Content Directions, Inc., is a DOI Registration Agency and Internet services firm 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.

About the Digital Object Identifier (DOI®)

The Digital Object Identifier (DOI) is a system for identifying and exchanging intellectual property in the digital environment. It provides a framework for managing intellectual content, linking customers with content suppliers, facilitating electronic commerce, and enabling automated copyright management for all types of content. Using DOIs makes managing intellectual property in a networked environment much easier and more convenient and allows the construction of automated services and transactions for e-commerce.

The DOI initiative began as a project of the Association of American Publishers' Enabling Technologies Committee. It was officially launched in October 1997 at the Frankfurt Book Fair, following a prototype phase lasting from July through October 1997 in which nine publishers participated. After the 1997 Book Fair, an invitation to obtain a prefix and register DOIs was extended to the international publishing community. Since 1998 the DOI has been managed by the International DOI Foundation (IDF; www.doi.org; Dr. Norman Paskin, Director), which is responsible for its ongoing development, policies, and governance. ("DOI" and "doi.org" are trademarks of the IDF and are registered with the U.S. Patent and Trademark Office.)

For further information, contact:

Tina Aridas
Deputy Manager, Marketing & Press Relations
CONTENT DIRECTIONS, INC.
phone: (718) 965-8490
fax: (718) 768-6777
email: taridas@contentdirections.com

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