



FOR IMMEDIATE RELEASE

CONTENT DIRECTIONS AND iCOPYRIGHT ANNOUNCE STRATEGIC PARTNERSHIP

Frankfurt Book Fair, Frankfurt, Germany; October 10, 2001 - Content Directions, Inc. and iCopyright today announced a strategic partnership whereby the two companies will integrate their respective services in order to augment the value that each currently brings to its customers. iCopyright will facilitate DOI registration for the content of its Instant Clearing Service customers, and Content Directions will offer its own customers DOI-based linking to iCopyright's rights clearance, reprint rights and permissions services. iCopyright will also promote Content Directions to its customer base as the premier DOI Registration Agency, and Content Direction will promote iCopyright as its recommended rights and permissions agent.

"We are proud and excited to be integrating our registration and linking services with iCopyright's award-winning copyright clearance services," said David Sidman, CEO of Content Directions. "This partnership also represents the very first example of the DOI being integrated directly into a commercial Digital Rights Management (DRM) service. As such it marks a milestone in the evolution of the DOI since it shows the DOI delivering on one of its original promises, which was to enhance copyright protection by making it easier for honest people and companies to respect copyright."

Mike O'Donnell, CEO of iCopyright, said: "Content Directions, the first commercial DOI Registration Agency, is making the promises of DOI a reality. The combined content registration platforms of CDI and iCopyright provide a compelling set of services that help publishers protect and monetize their content. iCopyright is proud to be the first company in the DRM space to formally commit to building DOI-enabled products which integrate with CDI's registration process and routing mechanisms. We look forward to working with CDI to advance online publishing and the profitability of our respective clients."

The two companies collaborated on a demo shown today at the Frankfurt Book Fair as part of the industry-level DOI-EB project. In the demo, a CBS/MarketWatch article was assigned a DOI which contained a pointer to iCopyright's clearance service. This way, anywhere that this DOI appeared on the Internet (e.g. in the search results from a Yahoo! search), the DOI would enable a pop-up menu option taking the user directly to iCopyright's server to execute a rights-and-permissions request.

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 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 a permanent link to the publisher, thus facilitating online transactions of all kinds, including e-commerce, rights management, and digital distribution. It is based on technology developed by Dr. Robert Kahn, one of the principal inventors of the Internet.

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.)

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 iCopyright

Based in the Seattle, Washington, area and founded in 1998, iCopyright developed and introduced the Instant Clearance Service, the world's first online automated licensing system to instantly reprint, reuse, and distribute any content published on the Internet, according to the business rules set by the publisher of the content. iCopyright allows all users of content – individuals, corporations, universities, and government agencies – to legally obtain the rights to use content, while ensuring that the brand and intellectual property rights of authors and publishers are protected and monetized. The Instant Clearance Service is currently used by hundreds of publications. iCopyright received the 2001 Codie Award, one of the industry's highest honors, for best digital-rights management software. For more information about

iCopyright.com, the Instant Clearance Service, iCopyright Publisher Central, and Click&Copyright, go to <http://www.icopyright.com>.

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