

FOR RELEASE: Immediately

CONTACT: Richard Wynne (978) 975-7570

Electronic Pharmaceutical Reprints with DocuRights® – Publishers Take The Plunge

North Andover, Massachusetts, USA -- October 10, 2001. Aries Systems Corporation, the leading provider of PDF content security technology solutions to the STM (Scientific, Technology and Medical) publishing community, today announced important new agreements with major publishers. These agreements focus on the use of *DocuRights* to facilitate electronic commercial reprints.

For many years healthcare publishers have been selling reprints of scientific papers to pharmaceutical companies for onward distribution to physicians and researchers. But they now face demand for electronic reprints that can be disseminated from Web sites, by email or on CD-ROM. Understandably, publishers have hesitated to respond to this need because of concerns relating to copyright protection and document authenticity.

DocuRights is a technology that envelops documents in a cryptographic container. This means that users can freely share files, but documents “call home” to obtain access rights. *DocuRights* is therefore ideal for metering document access and ensuring authenticity.

In the past few months, leading healthcare publishers (including Elsevier Science, Lippincott Williams and Wilkins, and the Massachusetts Medical Society – publishers of *The New England Journal of Medicine*) have all adopted *DocuRights* to grow their reprints activities by offering electronic reprints protected with *DocuRights*. Pharmaceutical companies can now order electronic reprints in PDF format from these publishers.

Richard Wynne, Director of Sales and Marketing at Aries commented “Electronic reprints will not replace print reprints, but they represent an additional opportunity to reach an audience that increasingly obtains information on the Web or by email. *DocuRights* has solved a major business problem for publishers: how to enable widespread distribution without undermining existing business models.”

About Aries Systems Corporation - Since 1986 Aries Systems has successfully delivered technology that connects medical knowledge workers to the most accurate and comprehensive answers to their questions. Aries provides the navigation infrastructure that empowers all of the participants in the knowledge retrieval chain: publishers, database developers, knowledge workers and librarians. <http://www.kfinder.com> and <http://www.docurights.com>.

DocuRights is a trademark and a patented technology of Aries Systems Corporation. All other trademarks referenced herein are property of their respective owners. Copyright © 2001, Aries Systems Corporation. All Rights Reserved.

###