iThenticate

iThenticate Exceeds 50 CrossRef Member Publishers

Company Signs Over 50 CrossRef Members in Less Than a Year;
Cites Database Growth at 20 Million Pages of Content a Day

OAKLAND, California — May 29, 2009 — iThenticate, the leader in web-based content verification technology, today announced the addition of its 51st publisher to its CrossCheck user community. The CrossCheck user community is comprised of global scientific, medical and technical publishers and societies using iThenticate technology in the editorial process, as well as depositing their respective published scholarly articles in iThenticate's comparison databases.

"CrossCheck has, in a very short space of time, become an invaluable editorial tool in BMJ Group's content acquisition processes, enabling both pre- and post-publication content checking," said Phil Caisley, Head of Information Services, BMJ Group. "It's used across our business, providing the means by which we can protect our reputation as a publisher of original content, protect our published content from potential downstream misuse, and protect our authors' reputations. CrossCheck's value increases with each additional publisher who joins the community, and BMJ Group is proud to be a member of this community, and to promote CrossCheck's value to the industry."

"As more publishers join the CrossCheck community, our comparison database grows. And as the comparison database grows, iThenticate becomes more valuable not only to the publishers and editors we serve, but to our entire user base," said Robert Creutz, GM of iThenticate. "It's exciting to see our partnership with CrossRef achieve such strong results in such a short time."

Growing at a rate of 20 million pages a day, the iThenticate database enables its award-winning, web-based plagiarism prevention services to rapidly check information for originality against an unprecedented volume of public and proprietary information. The database itself boasts billions of articles from the web and a wide variety of publishing partners including: American Association for the Advancement of Science (AAAS), American Institute of Physics (AIP), American Psychological Association (APA), Association for Computing Machinery (ACM), British Medical Journal (BMJ), Elsevier, Informa UK Ltd, Institute of Electrical & Electronics Engineers (IEEE), Nature

Publishing Group, Oxford University Press (OUP), Springer, Wiley-Blackwell, Wolters Kluwer Health/Lippincott Williams & Wilkins, to name a few. New content is being added as additional CrossRef members join the initiative to assure their content's originality.

About iThenticate

iThenticate, the industry leader in web-based content verification technology, offers plagiarism/duplication detection, IP protection, and document-to-document comparison. The company offers the only true, single-source solution to ensure that content is original and not previously published, discouraging others from using proprietary content without permission, and performing textual comparison between documents. iThenticate is a wholly owned subsidiary of iParadigms, LLC, the leader in textual intellectual property protection, and a pioneer of web-based services for collaborative, online educational support. More information on iThenticate can be found at: www.ithenticate.com.

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