

Media Inquiries

Doug Black
Copyright Clearance Center, Inc.
978-646-2887
dblack@copyright.com

Copyright Clearance Center Adds Blogs to its Licensing Programs

Agreement with Newstex expands the range of content available to customers

DANVERS, MA, Nov. 19, 2007—Copyright Clearance Center, Inc. (CCC), the world's largest provider of text-licensing solutions for corporations and academic institutions, announced that it has expanded its licensing services to include rights to more than a thousand popular and respected blogs.

CCC is making rights to blog content available through an agreement with Newstex, a leading news and information aggregator. Newstex delivers real-time news and commentary from thousands of newswires, newspapers, magazines, financial and business sources, official government feeds and blogs.

"Blogs have become critical sources of information for CCC's customers—those decision makers who need to share up-to-date news and insights with colleagues, customers and business partners," said Bill Burger, CCC's Vice President of Marketing. "Now we're making it easy for them to use blog content in a host of uses beyond simple linking."

The addition of blogs, including hundreds that focus on business, technology, finance, healthcare, the law and other topics, adds a new level of value to CCC's Annual Copyright License for those thousands of companies that rely on it to use and share content within their enterprises. For other uses, including academic uses, rights can be secured via CCC's pay-per-use services on an as-need basis. For bloggers, the new licensing capability increases the potential of realizing royalty income for the use of their work.

"We are delighted to team up with CCC, the content licensing leader," said Newstex President Larry Schwartz. "This agreement exposes the blogs we represent to a wider audience. It's critical that we not only deliver information quickly, but also enable rapid sharing of content while supporting bloggers' copyrights. CCC's licensing services round out the content use cycle and provide great efficiencies for our customers."

Blog content can be licensed through CCC today. Users can go to the search box on the CCC website, www.copyright.com, for a full listing of licensing options by blog title.

About Copyright Clearance Center

Copyright Clearance Center creates innovative licensing solutions for the seamless sharing of knowledge. CCC's licensing services, combined with its Web-based applications and tools, allow tens of millions of people in corporations, universities, law firms and government agencies to use and share published information with ease. Since its founding as a not-for-profit company in 1978, CCC has created and expanded the markets and systems that facilitate content reuse and the distribution of royalties to publishers and authors around the world. By offering rights to millions of the world's most sought-after publications, the company plays a major role in the global knowledge economy and encourages support for the principles of copyright. For more information please visit www.copyright.com.

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About Newstex

Newstex offers Content On Demand[®] and Blogs On Demand[™], including tailored, real-time news and commentary from thousands of branded newswires, newspapers, magazines, financial and business sources, official government feeds and blogs. Newstex collects full-text digital news and commentary feeds, standardizes the content format, adds stock ticker symbols, indexes stories using PeopleTicking[®] and topical categories, and instantly delivers the result via easy-to-integrate XML or RSS newsfeeds. In the past 12 months, Newstex won Codie Awards from the Software and Information Industry Association for best blog aggregation service and content newcomer of the year, was selected for the EContent 100 list of companies that matter most in the digital content industry, and was voted top new IT enterprise in Information Today's People's Choice Awards. For more information, please visit the Newstex site www.newstex.com and the Newstex blog <http://newstexblog.com>.

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