



Powering the Business of Information

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### **eRights Suite To Provide Enhanced Access and Commerce Functionality**

**NEW YORK – March 1, 2004** – eMeta Corporation, the leading provider of digital asset access and commerce solutions, today announced that Edmunds.com, the premier online resource for automotive information, has selected eMeta's eRights Suite to support its plan of expanding its online content offerings, including premium content and subscriptions.

Currently offering more than 800,000 pages to more than 250,000 daily visitors, Edmunds.com is one of the world's most visited web sites for automotive pricing and other information. eMeta's eRights Suite will serve as the site's authentication and commerce backbone, providing Edmunds with greater flexibility to expand content packaging and introduce premium pricing options for customers.

"As the 'go to' place for automotive buyers and sellers, Edmunds is aggressively seeking new and creative ways of delivering critical content while supporting expanded business models," said Matthew Kumin, vice president of Website Development for Edmunds. "eMeta is providing us with the delivery mechanisms that will enhance the way our visitors access our site and help us create additional revenue streams through the introduction of fee-based products and services mixed with free content."

The eRights Suite's extensive and rich feature-set will be a key component in supporting Edmunds' plans to introduce expanded car-buying tools and data, including geographic pricing, pay-per-view access to premium content, and ratings and listings.

"Edmunds continues to lead the market in delivering comprehensive dynamic automotive content," said Jonathan Lewin, chief executive officer, eMeta Corporation. "We are focused on delivering the technology that allows market leaders such as Edmunds to evolve and expand those online offerings while supporting profitable business models."

#### **About eMeta Corporation**

Founded in 1998, eMeta (<http://www.emeta.com>) provides software and services that allow companies to sell and license digital goods and services (such as news stories, images or software) while managing a full

## **eRights Suite to Provide Enhanced Access and Commerce Functionality 2 – 2 – 2 – 2**

range of related customer interactions. Specifically, the company provides authentication, authorization and commerce services in relation to the marketing, selling and distribution of a company's digital assets. eMeta counts Thomson Financial, Celera Genomics, Edmunds.com, The McGraw-Hill Companies, New York Times Digital, and many other globally recognized companies as clients. The company is based in New York City with offices in the United Kingdom.

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