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HANLEY WOOD COMMERCIALIZES CONTENT WITH eMETA SOFTWARE

Hanley Wood Creates New Revenue Streams at BUILDER Online and REMODELING Online

NEW YORK, November 9, 2004 – eMeta Corporation, the leading provider of digital access control and commerce solutions, today announced that Hanley Wood, the residential construction industry's primary print and online publisher, deployed eMeta's eRightsWEB hosted solution to sell content through flexible offers at Web sites for BUILDER and REMODELING magazines.

"The Internet allows us to present years' worth of content that our readers have come to rely on," said Ward Downing, director of business development, Hanley Wood e-Media. "Since the deployment of eRightsWEB, we've tested different business models, such as pay-per-view and various subscriptions, to put premium content in the hands of our power users. Based on feedback and data collected by the system, we can modify these purchase options at any time. The software addresses our technology needs, and it's a cost-effective, hosted solution that fits our budget."

Hanley Wood currently offers content through varying pay-per-view bundles and subscriptions, with customized preview pages that display abstracts prior to purchase. Each site maintains its unique "look and feel" while centralizing customer data, increasing business intelligence for marketing purposes.

"eMeta is as much a business partner as a software vendor," said Brian Kocsy, product manager, eRightsWEB. "eMeta draws upon rich experience that includes working with companies like McGraw-Hill, *The New York Times* and Wolters Kluwer, to determine the most effective commerce strategies for clients that are new to content commercialization. We're proud of the fact that we provide a flexible, scalable solution, along with in-depth business knowledge, to prestigious publishers like Hanley Wood."

eRightsWEB is eMeta's managed software suite providing media and software companies with the tools to monetize digital goods and services – creating new revenue opportunities while satisfying customer demands. Be it content, such as articles or graphics, or rich media like streaming audio and video, software and more, eRightsWEB reduces time-to-market, streamlines costs and increases revenue. eRightsWEB is hosted in a world-class facility with redundant systems, strong physical security, back-up power and other support mechanisms.

About eMeta Corporation

Founded in 1998, eMeta (www.emeta.com) provides software and services that allow companies to sell and license digital goods and services while managing a full 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 Celera Genomics, Edmunds.com, The McGraw-Hill Companies, New York Times Digital, Wolters Kluwer, and many other globally recognized companies as clients. The company is based in New York City.

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About Hanley Wood

Hanley Wood, LLC, is the premier media company serving the housing and construction industry. Through five operating divisions, the company produces award-winning magazines and Web sites, marquee trade shows and events, rich data and custom marketing solutions. The company also is North America's leading publisher of home plans. Hanley Wood e-Media (Washington, D.C.), offers the construction industry's foremost collection of Web sites, including BUILDER Online, REMODELING Online, and ebuild, the comprehensive online guide to building products, as well as the largest collection of house plans online through eplans.com and Dream Home Source.

Founded in 1976, Hanley Wood is a \$200 million company owned by VS&A Communications Partners III, LP, the private-equity affiliate of media industry merchant bank Veronis Suhler Stevenson.

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