

FOR IMMEDIATE RELEASE

Contacts:

Kristen Conte
eMeta Corporation
800.804.0103, ext. 142
kconte@emeta.com

Brian Bogie
Schwartz Communications, Inc.
781.684.0770
bbogie@schwartz-pr.com

SCOTSMAN.COM DEPLOYS eMETA SOFTWARE TO SELL DIGITAL CONTENT THROUGH FLEXIBLE OFFERS

Scotland's leading online newspaper offers bundled, subscription, pay-per-view access to content using eMeta's hosted solution, eRightsWEB

NEW YORK, December 1, 2004 – eMeta Corporation, the leading provider of digital information access and commerce solutions, today announced that scotsman.com, Scotland's premier online news and information site, has launched eMeta's eRightsWEB to commercialize its digital content through flexible offers. eRightsWEB is eMeta's managed software suite providing media and software companies with the tools to monetize their digital goods and services.

"We needed to implement a commerce application that would win over current customers and entice new visitors, as well as enhance The Scotsman brand," said Alistair Brown, head of online operations for The Scotsman Publications Ltd. "We believe we have accomplished all three goals using eRightsWEB. And since the commerce solution is managed offsite, we don't have to worry about any integration, reliability or security issues. This means we can focus on delivering high quality products and high levels of customer service while the software collects the revenue for us."

eRightsWEB allows scotsman.com to sell access to these new services using a whole range of pricing models, including; time based subscriptions, pay-per-view and article bundles. In addition, scotsman.com has commercialized its digital archives back to 1817 with the official launch this week of The Scotsman Digital Archive – available at archive.scotsman.com. To enable a seamless experience for current scotsman.com customers, eMeta implemented a Single Sign-On solution to link the site's pre-existing registration system with the new commerce application.

"eRightsWEB is enabling scotsman.com to maximize a previously untapped source of revenue," said Jonathan Lewin, eMeta's chief executive officer. "In the long term, scotsman.com will have the ability to discern which offers are best received by their customers – and which ones generate the most revenue."

With eRightsWEB, companies can effectively market and sell any type of digital asset, 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 development time and delivery 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.

- more -

About The Scotsman Publications Limited

The Scotsman Publications Limited (TSPL) owns The Scotsman (first published in 1817), the Edinburgh Evening News, Scotland on Sunday, the successful online operation scotsman.com, the Herald & Post series of free weeklies in Edinburgh, Fife, Perth and West Lothian and Motor Market Weekly.

###