

## **CEDROM-SNi redefines press review concept through incorporation of GutenbergPresse technology**

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**Montreal, February 22, 2010** — CEDROM-SNi inc, developer of Eureka.cc, an on-line news and information service, recently acquired the technology assets of GutenbergPresse — a move that will help revolutionize the press review concept.

Eureka.cc subscribers get access to a database, comprising more than 3,500 publications, in order to build files and set up automated monitoring with e-mail alerts. Kiosk-it, a component of GutenbergPresse, enables preparation and distribution of a professionally laid out press review.

This acquisition affirms CEDROM-SNi's leadership role in media monitoring of the news and information industry while at the same time acknowledging the demonstrated originality and innovative qualities of GutenbergPresse.

CEDROM-SNi also intends to develop Kiosk-out, a patented solution for publishers' use that will effectively protect on-line content against piracy and "copy-and-paste" activity.

"Kiosk-it technology perfectly complements our product offering: Eureka.cc in Canada and Europresse.com in France," asserted François Aird, President of CEDROM-SNi. "To put it in concrete terms, the introduction of advanced layout options will greatly facilitate the press review preparation process for our clients."

Thibault de la Grange, manager and co-founder of GutenbergPresse, will now join the CEDROM-SNi team. "CEDROM-SNi possesses the key elements needed to ensure the success of our technology: a strong network of clients and established relationships with U.S. and European publishers, not to mention an impressive repository of sources that will expand the software's potential. We are proud of the promising future we see taking shape for our solutions today," he declared.

Over the next few weeks, GutenbergPresse technology will be adapted to ensure seamless integration with that of CEDROM-SNi. "This integration will make Eureka.cc an even better-performing service for our clients," asserted Louis-René Dessureault, Vice-President Sales for CEDROM-SNi in Canada.

Additionally, publishers working with the Company's and wishing to protect their content against piracy can benefit from the Kiosk-Out solution right away.

### **About CEDROM-SNi**

CEDROM-SNi, founded more than 20 years ago and a partner of Transcontinental, is a pioneer in the provision of online news and information services. Its products — Europresse.com in France and Eureka.cc in Canada — represent a solution for companies' and public institutions needs for archive searching and media monitoring. CEDROM-SNi offers access, through its services, to over 3,500 general-interest and specialized information sources (publications, websites and blogs, radio/TV transcripts, etc.) originating in Europe, North America, Africa, the Middle East, Australia and Asia. The Company, which is headquartered in Montreal, maintains a staff of almost 100 employees in Canada and France.

### **About Eureka.cc**

Eureka.cc provides access to a document repository containing more than 90 million archived articles, which is updated with approximately 100,000 new documents daily. This service can be used to perform document searches, to set up personalized press monitoring with alerts and to distribute press reviews. Eureka.cc users work in the fields of document handling, communications, monitoring and analysis, among others; however, this service would prove useful to any professional interested in business intelligence.

### **About GutenbergPresse**

This software company, founded by Eric Monteil and Thibault de la Grange, was first introduced as a new, independent player on the press monitoring and review market. An innovative approach, coupled with sustained research and development efforts, has served to elicit marked interest in the Company, very quickly, from the French print publishing industry and other companies.

**For further information:**

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