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FOR IMMEDIATE RELEASE

OPENLY UNVEILS VIRTUAL LINKING SERVICE

LinkBaton Lets Users Make Shortcuts to Information

MONTCLAIR, NEW JERSEY — January 13, 2000 – *Openly Informatics, Inc.* (<http://www.openly.com/>) today unveiled its virtual linking service, *LinkBaton*. (<http://linkbaton.com/>)

LinkBaton lets Internet publishers make virtual hyperlinks to sites selected by users. The first implementation offers hyperlinking to books based on their International Standard Book Number (ISBN) and to stocks using their ticker symbols.

When users click on a *LinkBaton*, they are presented with a list of information sources that offer services for their *LinkBaton*. Users can then make shortcuts to these services for subsequent *LinkBatons*. For example, a *LinkBaton* for a book could lead to a page at Amazon.com, or it could lead to a holdings page at the user's local library. The difference between a conventional hyperlink and a *LinkBaton* is that the *LinkBaton* incorporates the user's preferences. A site that uses *LinkBatons* is automatically customized for the user.

Openly expects to launch the library component of the *LinkBaton* service in the first quarter of 2000. Library patrons will be able to make shortcuts to libraries that register as service choices.

"*LinkBaton* is an enabling technology for Internet digital libraries and a variety of other information services," said **Eric Hellman**, President of Openly Informatics. "Books and stocks are just two examples of things that will be made more accessible by *LinkBatons*."

About Openly Informatics

Openly Informatics, Inc., is a leader in the development of hyperlinking solutions. Its *Link.Openly* system offers publishers of e-journals mechanisms for linking out to and being linked from libraries, databases, and other publishers. Information on Openly Informatics, Inc. is available at Openly's web-site, <http://www.openly.com/>