



PUTTING MIDDLE EAST INFORMATION AT YOUR FINGERTIPS

For immediate release

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Arabia Inform Selects ProQuest as Exclusive Global Distributor for AskZad

Database is among most authoritative, extensive sources of information on Middle East

25 June 2011 (CAIRO, Egypt) -- Arabia Inform, the premier digital publisher, content generator and media analyst from and about this dynamic region has signed a groundbreaking distribution agreement with ProQuest, which will serve the growing demand for authoritative information related to the Middle East. ProQuest will distribute Arabia Inform's AskZad, the world's largest Arabic digital reference database, which comprises 500 million pages of content, including 25,000 hard-to-find digitized books. ProQuest has been chosen as AskZad's global distributor to academic libraries.

"We've been striving for years to make progress with digital publishing in the Middle East, and this challenge has been - and is still – tough," says Amr El-Menshawy, AskZad's Manager. Mohamed Eliwa, founder and CEO of Arabia Inform agrees, "Now is time to share these achievements with the world. We believe that ProQuest is the perfect strategic partner to bring AskZad, the *World's Gateway to Middle East e-Content*, to students and researchers around the globe, providing them instant access to the rich knowledge of the Middle East."

“This agreement is an important building block in ProQuest’s mission to be central to global research,” said Marty Kahn, CEO of ProQuest. “We’re seeing a tremendous demand for in-depth information related to the Middle East and Arabia Inform is a natural partner for us. It’s a highly-credible source and it delivers exactly what researchers expect from ProQuest: top quality, unique content with academic authority.”

Arabia Inform is noted for its exhaustive coverage, collecting diverse content related to the Middle East in many world languages. This also fits with ProQuest’s mission to broaden access to global information, fueling innovation through research. AskZad is one of Arabia Inform’s flagship products and is designed specifically for university libraries and research centers. Its primarily Arabic content is supported with metadata in both English and Arabic. It includes almost 1,000 academic journals (with nearly 250 in full image and more than 160,000 indexed articles), over 7,000 dissertations and complete conference proceedings from 50 academic and scientific conferences. Libraries will also have access to the Pan Arab News Index, which includes nearly 120 newspapers with both print and web editions, 600 online Arabic news sources, 500 online English sources and other sources in six languages.

The agreement aligns with Arabia Inform’s strategy to extend the reach of Arabic language content and is part of ProQuest’s larger initiative to expand international content, meeting the changing needs of researchers across geographical boundaries.

For more information, visit www.arabiainform.com

About Arabia Inform (www.arabiainform.com)

Arabia Inform is a pioneer provider of electronic content in the Middle East and a regional leader of Arabic content documentation and analysis. The company serves professionals in the fields of education, research, government, media, e-culture and business intelligence, with offices in Cairo, Dubai, Riyadh, and Washington, DC. It specializes in providing creative solutions to its clients, giving them the much-needed edge in this rapidly advancing world of academic research and media intelligence.

Since 1997, it has supplied detailed monitoring, indexing, and analysis services for Arabic print media, followed by the 2003 addition of academic and scientific content and web-based sources. Arabia Inform currently monitors cover-to-cover more than 51,000 news websites and print newspapers/magazines. In 2008, Middle East Monitor added broadcast sources and now has 24-hour coverage of almost 500 TV and radio stations. Its own proprietary indexing system allows clients to find information quickly, with

bilingual interface and full text human translation upon request.

Almotahida Group, AI's sister company, was the first in the region to offer multimedia e-tutorials and now focuses on multimedia curricula design. In 1998, Arabia Inform launched moheet.com, the world's first Arabic language news website.

About ProQuest (www.proquest.com)

ProQuest connects people with vetted, reliable information. Key to serious research, the company has forged a 70-year reputation as a gateway to the world's knowledge – from dissertations to governmental and cultural archives to news, in all its forms. Its role is essential to libraries and other organizations whose missions depend on the delivery of complete, trustworthy information.

ProQuest's massive information pool is accessible through the all-new ProQuest® platform, which moves beyond navigation to empower researchers to use, create, and share content—accelerating research productivity.

This energetic, fast-growing organization includes the Summon™ web-scale discovery service, the new ProQuest Dialog™ service, and business units ebrary®, Serials Solutions®, RefWorks-COS™ and Bowker®.