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## News Release

### FOR IMMEDIATE RELEASE

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### **IHS, Intellectual Property Shield and Standards Engineering Society Announce Standards Aware™ Education Package**

*eLearning course gives college engineering students real-world exposure to standards application*

**ENGLEWOOD, Colo.** (August 13, 2009) – IHS Inc. (NYSE: IHS), Intellectual Property Shield (IP-Shield), and the Standards Engineering Society (SES) together have developed a series of eight eLearning courses, Standards Aware™, to help college students learn about standards and how to apply them in the workplace. Registration for the course, which can be included in a university curriculum or offered as extra credit or other supplemental learning opportunity, is available immediately.

“Engineering students need to enter the workplace with a solid understanding of standards and the value they hold for their future employers,” said David Richards, IHS vice president, standards business development. “Students with an in-depth understanding of standards, and their role in the field of engineering and the global economy, will stand out to future employers with a unique competitive advantage.”

The Standards Aware education package provides students with eight web-based courses with real-world applications focused on standards, finding standards, and avoiding the misuse of standards and technical documents. The program, valued at more than \$1,500, is available to engineering students at a discounted rate of \$110 and at no additional cost to universities. It includes the following:

- Standards Aware series (eight courses)
- Copyright Aware™
- One-year student membership to the Standards Engineering Society, with the opportunity to apply for Associate certification after passing at least five Standards Aware courses

- Practical case study exercises with access to standards provided by standards developing organizations through IHS, including: ASTM, ATIS, IPC, SAE, and UL

"IP-Shield is very pleased to partner with IHS and SES to offer this comprehensive standards curriculum to greatly augment current engineering programs," said John Toth, president, IP-Shield, a web-based standards education provider. "For less than the cost of a textbook, students can gain valuable real-world experience and learn the practical application of standards in the engineering field."

"An awareness and understanding of standards is essential for success in today's global economy," said Ed Mikoski, president, SES. "Organizations in both the public and private sectors are constantly challenged to provide their employees with standards education and these courses meet that challenge."

Online registration for Standards Aware is available immediately. For more information, email [info@ip-shield.com](mailto:info@ip-shield.com), or visit <http://ip-shield.com/student.aspx>.

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#### **About IHS ([www.ihs.com](http://www.ihs.com))**

IHS (NYSE: IHS) is a leading global source of critical information and insight, dedicated to providing the most complete and trusted information and expertise. IHS product and service solutions span four areas of information that encompass the most important concerns facing global business today: Energy, Product Lifecycle, Security, and Environment, all supported by Macroeconomics. By focusing on customers first, IHS enables innovative and successful decision-making for customers ranging from governments and multinational companies to smaller companies and technical professionals in more than 180 countries. IHS is celebrating its 50th anniversary in 2009 and employs approximately 3,800 people in 20 countries.

#### **About IP-Shield ([www.ip-shield.com](http://www.ip-shield.com))**

Intellectual Property Shield was formed in 2005 and incorporated in Illinois, with offices in Colorado and Michigan. The company serves both the providers and consumers of intellectual property in the workplace, and teaches employees how to properly handle such valuable content as Standards and internal technical documentation. IP-Shield protects content providers and Standards Development Organization (SDOs) via a member alliance. "The company's flagship product, Copyright Aware™ teaches both content developers and consumers of intellectual property about the proper use of this content in the workplace. Their newest product, the Standards Aware™ Series, teaches the practical application of Standards in the workplace." The Company's primary customers include content providers and corporate enterprises in the automotive, aerospace, engineering, electronics and manufacturing markets.

**About SES** ([www.ses-standards.org](http://www.ses-standards.org))

SES was founded in 1947 as a non-profit, technical association dedicated to furthering the knowledge and use of standards and standardization. SES is unique in that it is the only organization in North America committed exclusively to furthering public awareness and knowledge of standards and standardization. SES provides a neutral forum where standards users and developers can come together to address mutual issues, opportunities, and interests in ways that work to the benefit of everyone involved with, or affected by, standards. The Society's members are standards developers, users, managers, and information specialists from industry, government, standards developing organizations, trade associations, and academia.

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