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FOR IMMEDIATE RELEASE

Turnitin Introduces Translated Matching for Multilingual Plagiarism Detection *Innovative technology identifies translated reuse of English source materials*

OAKLAND, Calif. – January 11, 2012 – iParadigms, creators of Turnitin and the leader in originality checking and online grading, today announced the release of automated translation technology that enables Turnitin to identify potentially plagiarized content that has been translated. The new technology secures Turnitin as the forerunner in the growing international education market where educators are encountering an increase in translated plagiarism from Internet-savvy students who are proficient in English.

Translated plagiarism occurs when students take existing source material in English, translate it into the language used at their institution and misrepresent it as their own work. With the introduction of multilingual translation technology, Turnitin is able to take assignments written in a variety of non-English languages, translate them into English, compare them to Turnitin's massive content databases, and highlight any matches found in the assignment.

“Over one billion students around the world are English Language Learners (ELLs) and their proficiency in English is quickly matching that of their first language, leading to a rise in translated plagiarism,” said Chris Caren, iParadigms president and CEO. “Translated matching has been a ‘much requested’ innovation from our international customers who are struggling with translated plagiarism and previously didn’t have a solution to help them.”

The beta release of translated matching is offered in the following language versions of Turnitin: French, Spanish, German, Dutch, Swedish, Portuguese and Turkish. Translated matching also works on submissions in Czech, Danish, Finnish, Greek, Hungarian, Italian, Polish and Romanian.

Turnitin compares student assignments to a vast database of multilingual content including more than 17 billion web pages, 200 million student papers and tens of thousands of books, periodicals and specialized publications--and finds matches that may indicate plagiarism or other misappropriation. iParadigms' content partnerships provide the capability to match text to thousands of the world's most important scholarly and research publications, especially in the scientific, technical and medical fields.

For more information on how to engage students during the writing process and reduce the use of unoriginal content or improper citation in student writing, visit www.turnitin.com .

About iParadigms LLC

iParadigms, LLC is the world's leading provider of web-based solutions for plagiarism prevention. The company's products include Turnitin, used by educators worldwide to check students' papers for originality, to enable web-based peer review and for digital grading of

student work. iParadigms' iThenticate solution is the leader in plagiarism detection in research, publishing and many other commercial markets. The company's solutions check millions of documents each month and are used in over 100 countries. iParadigms is headquartered in Oakland, CA with an international office located in Newcastle, United Kingdom. iParadigms is backed by Warburg Pincus. Visit: <http://www.turnitin.com> and <http://www.ithenticate.com>.

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