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iParadigms Announces Turnitin for Admissions™

Admissions officers can rapidly verify originality of application materials

OAKLAND, Calif. – December 1, 2009 -- iParadigms today announced Turnitin for Admissions, a web-based tool that enables admissions officers to rapidly detect plagiarism and assess the originality of student application materials to college and university programs.

Turnitin for Admissions automatically analyzes materials for instances of unoriginal content, enabling admissions officers to quickly identify plagiarism, recycled submissions, duplicate responses, purchased documents, and other potential violations of application standards. Turnitin for Admissions is based on the same technology as Turnitin – the world leader in originality checking and plagiarism prevention, used by half a million educators at over 9,000 institutions in 110 countries.

“Turnitin for Admissions was created by popular demand from our college and university customers,” said Sally Elliott, Chief Operating Officer at iParadigms. “For years, admissions deans have reported that they often receive identical personal statements from multiple applicants. Turnitin for Admissions will help them admit the best pool of candidates to their undergraduate and graduate programs.”

Turnitin for Admissions can process hundreds — or thousands— of admissions essays in minutes. Using a simple web-based interface, administrators can view easy-to-understand reports that identify materials that match content in Turnitin’s massive content databases. These databases include billions of pages of web content, over 100 million student works previously submitted to Turnitin, and hundreds of millions of pages of proprietary published content such as journals and books.

Turnitin for Admissions is useful for verifying a wide range of application materials: admissions essays, personal statements, residency statements, answers to application questions, scholarship essays, reference letters, fellowship statements, and statements of purpose.

Turnitin for Admissions is available immediately at www.turnitinadmissions.com. For more information, call 510-764-7650.

About iParadigms LLC

iParadigms LLC is the leader in textual intellectual property protection and a pioneer of web-based services for collaborative, online educational support. The company is at the forefront of using technology to increase awareness of best practices in teaching, learning, research and publishing as related to the use of other people’s textual content. The company’s award-winning iThenticate and WriteCycle solutions leverage the core technologies of Turnitin, the leading originality checking and plagiarism prevention service used by millions of students and instructors in at thousands of institutions in more than 100 countries.