

## **Newstex Launches Authoritative Content** *Credible News, Commentary and Opinion from Respected Sources*

Guilford, CT; October 14, 2009 - Newstex today launched Authoritative Content, a new brand concept for the news, commentary, opinion and video content the company collects from respected publishers and delivers to top distributors. To support the announcement of Authoritative Content, Newstex launched a new Web site ([www.newstex.com](http://www.newstex.com)) and multiple ebooks (available from the Newstex Web site).

Authoritative Content is the useful and meaningful information published by experts, professionals, industry thought leaders, knowledgeable individuals and organizations that end users such as businesspeople, academics, journalists, attorneys, and others can trust.

“The Web gets more cluttered everyday and finding reliable content from credible sources is challenging and time consuming,” explains Newstex president Larry Schwartz. “In other words, all content is not created equal. Authoritative Content cuts through the clutter by finding and delivering carefully chosen, superior content to people who need it.”

Newstex collects content from editorially-selected news organizations, bloggers, video publishers, and Twitter users. Newstex enhances that content by standardizing it, adding useful tags, and categorizing it to assist with searches and delivers it to leading distributors who provide it to their customers. Customers need quick access to trustworthy content, and Authoritative Content delivers it directly to them.

Authoritative Content publishers include newspapers such as the McClatchy-Tribune and the Associated Press; blogs such as Digital Journal, Gawker, Blogging Stocks and Engadget; video publishers such as SBTV and PRNewswire’s MultiVu; and Twitter publishers, including the content from all members of the U.S. Congress, U.S. Federal Agencies, and Canadian Parliament.

“The world has changed and the lines between traditional journalism and user-generated content have blurred significantly,” says Schwartz. “Today, respected, meaningful and useful information can come from a variety of sources, including blogs, Twitter, social media, and newspapers. Professionals who need access to credible information to do their jobs everyday understand that the sources for that information don’t exist only within the boundaries of traditional journalism. Authoritative Content provides that trustworthy information from a variety of sources, which enables customers to access a wider variety of respected news, commentary and opinion than ever before. It’s a full content package that customers can rely on.”

## **About Newstex**

Newstex LLC ([www.newstex.com](http://www.newstex.com)) provides Authoritative Content from thousands of top newspapers, publications, experts, professionals, government officials, and more. Newstex editorially selects Authoritative Content producers from offline and online sources, enhances that content to make it easier to find relevant information, and delivers that content through respected content distributors to end-users in professional fields such as journalism, business, academia, law, government, and more. Newstex delivers content from leading news organizations such as McClatchy Tribune and the Associated Press; top blogs such as Engadget, Gizmodo, Gawker, Blogging Stocks, Mashable, 24/7 Wall St., China Real News, and DigitalJournal; video producers such as PR Newswire's MultiVu, WineLibrary.tv, Zacks Investment Research, SBTV.com, and Johnson & Johnson; and Twitter publishers.

Since the company's inception in 2004, Newstex has been recognized for its innovation and contributions through numerous digital media and content awards and has been named to the EContent 100 list of companies that matter most in the digital content industry for four years running. For more information, visit the Newstex site at [www.newstex.com](http://www.newstex.com) and the Newstex blog at <http://newstexblog.com>.