

Newstex Launches Content Distribution System for iPhones® *Private-label iPhone app to distribute Authoritative Content*

Guilford, CT; October 28, 2009 - Newstex® today launched its Authoritative Content Distribution System (“CDS”) for iPhones®, an end-to-end system that enables Distributors and Publishers to private-label their own content, as well as Authoritative Content from Newstex, on the wildly-popular iPhone and iPod Touch® devices from Apple®.

The Newstex iPhone CDS offers Distributors and Publishers the following features:

- Distribution of proprietary content, as well as Authoritative Content from Newstex.
- A private-label iPhone App that fully integrates with any Distributor’s or Publisher’s corporate brand
- Support for text, images, audio and video, including active hyperlinks
- Remote configuration capability for enabling/disabling content and customizing the private-label App’s look-and-feel
- Enterprise-grade, back office reporting, accounting and analytics

Distributors and Publishers that partner with Newstex to deliver Authoritative Content to their professional customers via Newstex’s revolutionary iPhone CDS can customize the Newstex app to provide a uniquely-branded experience to end-users. Professional customers simply download the Distributor’s or Publisher’s private-label app to their iPhones or iPod Touches and give their end-users an activation code to access a custom content set. End-users can immediately begin accessing proprietary content from the Distributor or Publisher, as well as Authoritative Content from Newstex. Using the advanced capabilities and rich user interface of the iPhone and iPod Touch, Newstex’s private-label app syncs via WiFi or cellular network and downloads the latest full-text news, blogs, twitters and video from Newstex directly to the device. The Newstex iPhone App—available free from the Apple App store—demonstrates how the basic App will function when deployed on private-label basis.

“This application truly captures how future generations of professionals will obtain news, opinion and commentary on a wide variety of subjects from trustworthy sources,” says Newstex president Larry Schwartz. “You really have to see the App in action to believe it. The Newstex private-label iPhone App will better enable Distributors and Publishers to engage professional customers and extend the value of their brands. The Newstex iPhone App delivers proprietary content from branded Distributors and Publishers, as well as Authoritative Content from Newstex, when and where professional end-users need and want it.”

To learn more about Authoritative Content and the Newstex private-label iPhone Content Distribution System, visit <http://www.newstex.info/customers/iphone>.

About Newstex

Newstex LLC (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 and the Newstex blog at <http://newstexblog.com>.