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Newstex Launches Video On Demand Product

*Original Video Content with Full Transcripts and Searchable Keywords
Now Available Via Newstex Video On Demand*

GUILFORD, CT, January 26, 2009 - Newstex, provider of premium, full-text Blogs *On Demand*® and real-time *News On Demand* news, announces the launch of *Newstex Video On Demand*, which delivers searchable, transcript-linked video content from top quality sources to information providers and enterprise customers.

Newstex Video On Demand aggregates and distributes editorially-selected video content that is licensed directly from video content owners and linked to complete transcripts and searchable keywords, all using its proprietary NewsRouter® technology. *Newstex Video On Demand* publishers include key online influencers across a variety of industries and topics, such as Johnson & Johnson, WineLibrary.TV, PR Newswire's broadcast and multimedia division, MultiVu, US Chamber of Commerce, and many more.

“*Newstex Video On Demand* is one of those products that delivers content in an extremely useful way that no one has seen before,” said Newstex President Larry Schwartz, “and at a time when news has become a commodity, user-generated video content is what individuals and enterprises are looking for.” Schwartz added, “*Newstex Video On Demand* answers that need and represents the next generation of content delivery”.

Each video delivered through *Newstex Video On Demand* is enhanced by leveraging proprietary technology and the customizable *Newstex Video Player* to add the complete, linkable transcript, which ties key phrases to related frames within the video and more. Using an innovative process, full transcripts—each linked to its searchable video—are sent to distributors as blog posts. End-users can follow any link within the transcript to view the corresponding segment in the video and easily search throughout the entire video to find areas of interest using the keyword links. *Newstex Video On Demand* is fully hosted by Newstex, so there are no added development costs for distributors.

About Newstex

Newstex LLC (www.newstex.com) is the only premium, full-text blog content provider delivering aggregated commentary from thousands of blogs in a wide variety of topics. *Blogs on Demand*® provides content from many of the Internet's top blogs, including Engadget, Gizmodo, Gawker, b5media, Gothamist, Mashable, BlogCritics.org, Digital Journal, PrairiePundit, AMERICAblog, and more. Newstex delivers additional real-time content from thousands of branded online and offline news sources through its *Content On Demand*® product and video through its *Video On Demand* product. By leveraging cloud computing and owning no physical assets, Newstex operates as a low-cost, top-quality provider and a truly virtual company. 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 three years running. For more information, visit the Newstex site at www.newstex.com and the Newstex blog at <http://newstexblog.com>.