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## **Newstex Aligns with LexisNexis to Deliver *Video On Demand* Content**

GUILFORD, CT; May 5, 2009 – Newstex, sole provider of premium, full-text *Blogs On Demand*® and real-time news, today announced a strategic alliance with LexisNexis to deliver its new *Video On Demand* product through LexisNexis® research platforms.

LexisNexis, a leading provider of content-enabled workflow solutions, becomes the first launch distributor for the Newstex *Video On Demand* product. This new integrated resource enables LexisNexis customers to search for video transcripts just as they would other news, business and blog content on LexisNexis research platforms, and then click on a URL link within the transcript to actually view the corresponding video.

Each video delivered through Newstex *Video on Demand* is enhanced with 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.

“Having LexisNexis as the first launch distributor for Newstex *Video On Demand* offers a great opportunity to continue to build on the successful alliance that has already earned both companies a joint SIIA Codie Award for Best Blog Aggregation Service,” said Newstex President Larry Schwartz. “Customers are looking for information from a variety of sources, and LexisNexis, as a leader in information services, continually demonstrates its understanding of those needs by embracing new forms of content and delivery such as Newstex *Video On Demand*.”

### **About Newstex**

Newstex LLC ([www.newstex.com](http://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](http://www.newstex.com) and the Newstex blog at <http://newstexblog.com>.