



## **Newstex Adds Blogs Covering Global Financial Markets to Blogs On Demand™**

*Newstex delivers full-text, licensed blogs to millions of people via content distributors and enterprise customers*

NEW YORK, NY, June 19, 2007 – At the Securities Industry and Financial Markets Association (SIFMA) 2007 Technology Management Conference & Exhibit that opens here today, Newstex ([www.newstex.com](http://www.newstex.com)), the *Content On Demand*® company, announced new additions to its revolutionary *Blogs On Demand*™ product from blogs covering the global financial markets. New financial blog content features commentary and analysis from *Madd Money*, a leading financial blog that recaps and summarizes Jim Cramer’s Mad Money TV show, Wall Street Confidential, CNBC’s Stop Trading, and CNBC’s new hit show Fast Money, *Infectious Greed* from VC and CNBC analyst Paul Kedrosky, *Kudlow’s Money Politic*\$, and many other influential blogs.

Newstex *Blogs On Demand* offers blog networks and individual bloggers a syndication business model that enhances exposure. For the content distributors and enterprise customers that supply blog content to millions of users via *Blogs On Demand*, it becomes simple for employees working in companies, financial firms and government agencies to access full-text blog content from premier blogs.

New financial blogs available via *Blogs On Demand* include:

- **alarm:clock** (<http://www.thealarmclock.com/mt/>) *alarm:clock* and its sister site *alarm:clock euro* cover the business of technology startups, including privately-held technology ventures.
- **The Aleph Blog** (<http://alephblog.com>) Helping institutions and ordinary people invest better by focusing on risk control.
- **AllAboutAlpha.com** (<http://www.allaboutalpha.com>) Covers the dramatic shifts occurring in the investment industry as a result of recent financial innovations, including hedge funds, portable alpha, 130/30 strategies, and efficient markets with a healthy dose of irreverent commentary.
- **Ant & Sons: Word on the Street** (<http://www.antandsons.com/wordonthestreet.html>) *Ant & Sons* is an independent provider of investment commentary, research, news and analysis that has helped ordinary investors chart the financial seas since 2003.
- **Controlled Greed.com** (<http://controlledgreed.typepad.com/>) A “value” investment blog.
- **CXO Advisory Group LLC Investing Notes** (<http://www.cxoadvisory.com/blog/>) Share with private investors, financial advisors and others information that may aid investing/trading decisions.
- **A Dash of Insight** ([http://oldprof.typepad.com/a\\_dash\\_of\\_insight/](http://oldprof.typepad.com/a_dash_of_insight/)) An eclectic approach to better trading and investing by finding market inefficiency and discussing and applying the best ideas and methods from several disciplines.
- **DealBreaker** (<http://www.dealbreaker.com>) Online business tabloid and Wall Street gossip site covering personalities and culture of financial industry.
- **ETF Digest** (<http://www.etfdigest.com>) Investment newsletter covering over 100 ETFs and 60 world market indexes.
- **Fallond Trade History** (<http://www.blog.fallondpicks.com>) Market commentary and stock selection based on technical analysis.



- **Financial Armageddon** (<http://www.financialarmageddon.com>) Insights on debt, derivatives, government guarantees, the retirement system, and the coming economic unraveling.
- **Infectious Greed** (<http://paul.kedrosky.com>) Technology and financial commentary from VC and CNBC analyst Paul Kedrosky.
- **Information Arbitrage** (<http://www.informationarbitrage.com>) A 17-year Wall Street veteran's perspectives on investment, hedge funds, and ways to harness the power of the internet for Institutional Investors.
- **Kudlow's Money Politic\$** (<http://www.kudlowsmoneypolitics.blogspot.com/>) Washington to Wall Street: Pro-growth, strong defense, virtuous values, business, and stocks.
- **Madd Money** (<http://www.maddmoney.blogspot.com>) Leading financial blog that recaps and summarizes Jim Cramer's *Mad Money TV show*, *Wall Street Confidential*, CNBC's *Stop Trading*, and CNBC's new hit show *Fast Money*.
- **Stock Market Beat** (<http://stockmarketbeat.com/blog1/>) News, analysis and opinion by a veteran equity analyst. Emphasis on small caps and technology stocks.
- **The Stockmasters** (<http://thestockmasters.com/index.asp>) Wall Street news and market commentary written for both investors and non-investors that delivers commentary, and relevant information, also the lighter side of the market.
- **StocksandBlogs.com** (<http://stocksandblogs.com>) Stock picks, equity research and market commentary.

"We work to add influential blog content required by the financial markets because our customers demand it," said Larry Schwartz, Newstex President. "Financial market participants need to know what's being said on influential blogs, so we not only identify and deliver quality blogs, but we also make the precise content that traders, analysts and fund managers require more valuable by adding ticker symbols for easy lookup and by integrating blogs together with premium content sources like news and analysis."

Unlike existing Web-based blog aggregation services, Newstex actually licenses influential blog content directly from bloggers and then takes in each carefully selected blog feed in text format and uses its proprietary NewsRouter technology to scan it in real-time. Each blog post delivered as part of Newstex *Blogs On Demand* is treated as a news story. Blog content is easily integrated into the applications that people use everyday, including content aggregator services, financial trading environments and customer relationship management systems.

#### **About Newstex**

Newstex offers *Content On Demand*® and *Blogs On Demand*™, including tailored, real-time news and commentary from thousands of branded newswires, newspapers, magazines, financial and business sources, official government feeds and blogs. Newstex collects full-text digital news and commentary feeds, standardizes the content format, adds stock ticker symbols, indexes stories using *PeopleTickering*® and topical categories, and instantly delivers the result via easy-to-integrate XML or RSS newsfeeds. In the past 12 months, Newstex won Codie Awards from the Software and Information Industry Association for best blog aggregation service and content newcomer of the year, was selected for the *EContent* 100 list of companies that matter most in the digital content industry, and was voted top new IT enterprise in *Information Today's* People's Choice Awards. For more information, please visit the Newstex site [www.newstex.com](http://www.newstex.com) and the Newstex blog <http://newstexblog.com/>