



## **Newstex Adds Blogs Covering Media and Enterprise Content to Blogs On Demand**

*Full-text blog feed from Newstex delivers full-text, licensed blogs to content distributors and enterprise customers*

SAN FRANCISCO, CA, May 15, 2006 – At the Software & Information Industry Association (SIIA) Content Forum which begins here today, Newstex, [www.newstex.com](http://www.newstex.com) the *Content On Demand*<sup>™</sup> company, announced new additions to the revolutionary *Blogs On Demand*<sup>™</sup> product from blogs covering media and enterprise content.

Blogs On Demand offers blog networks and individual bloggers a syndication business model, which enhances the exposure and makes blogs easy to use for employees working in companies, financial firms and government agencies. Newstex *Blogs On Demand* delivers full-text blog content from premier Weblogs for content distributors and enterprise customers.

Content-related blogs available via *Blogs On Demand* include:

- **ContentBlogger** - <http://www.shore.com/commentary/weblogs/> - Insights and headlines from John Blossom and other Shore Communications Inc. industry analysts on trends in enterprise and media content markets.
- **Content Bridges** - <http://contentbridges.typepad.com> - Ken Doctor's work connects the worlds of old and newer media, centered around the monetizing power and democratizing potential of digital content. He covers the mating dance between Google, Yahoo and MSN and traditional news publishers like Gannett, Tribune, newsmagazines and business magazines, analyzing the consumer-driven demand for info access and convenience to its bottom line impacts on publishing.
- **Content Matters** - [www.contentmatters.info](http://www.contentmatters.info) - Views on the convergence of content and technology. Barry Graubart has spent the past 20 years applying technology to content to develop high value business-to-business information products.
- **Corante** - <http://www.corante.com/> - Corante is a cutting edge social media company and the first in the world to embrace blogging. Home and partner to some of the blogosphere's most respected and insightful thought leaders, journalists, authors, analysts, practitioners and professionals, Corante currently attracts tens of million of pageviews a month, continues to grow rapidly, and ranks among the top most-linked to sites on the Web.
- **CyberJournalist.net** - <http://www.cyberjournalist.net/> - CyberJournalist.net focuses on how the Internet, Weblogs, convergence and new technologies are changing the media and the way information is communicated.
- **Flashpoint** - <http://blog.cavitate.net> - Ian Kennedy's blog on Social Media.
- **Web Ink Now** - [www.webinknow.com](http://www.webinknow.com) - Web Ink Now is a marketing blog focused on cashing in with Web content. David Meerman Scott reveals how innovative marketers use digital information to turn browsers into buyers by creating compelling Web sites and corporate blogs.

“We’ve been focused on adding influential blog content in the categories, markets, and geographies that our customers demand,” said Larry Schwartz, Newstex President. “Information Professionals and content technology company executives need to know what’s being said about the content industry in the blogosphere. We help by identifying and delivering quality blogs together with premium content sources to professionals working in enterprises in the format with



which people are already familiar and we're delighted to announce these blogs while here at the SIIA Content Forum."

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.

Newstex delivers full-text real-time posts from blogs in a wide variety of subjects and is the top choice for quality, hand-selected, full-text blogs, which are fully licensed for use in third-party applications. Newstex automatically tags each blog post with company names, stock tickers, key executives and government officials, and detailed topical categories. Each blog post delivered as part of Newstex *Blogs On Demand* will include Newstex's proprietary PeopleTickering™ -- a system that synthesizes metadata from numerous premium sources and quality blogs to create a unique database of people who make the news.

#### **About Newstex**

Newstex offers *Content 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, PeopleTickers and topical categories, and instantly delivers the result via easy-to-integrate XML or RSS newsfeeds.

The revolutionary Newstex *Blogs On Demand* product delivers value-added full-text blog content. Newstex processes blogs in real-time through its NewsRouter technology to automatically tag each blog post with key data such as company names, stock tickers, key executives and government officials, and detailed topical categories for distribution to downstream enterprise customers to ensure greater exposure and reach for this valuable content. *Blogs In Demand* and *Content On Demand* from Newstex are the fastest ways for content distributors and enterprise customers to cost-effectively integrate full-text premium newsfeeds and the top blogs at reduced cost, minimum risk and optimum ROI. For more information, please visit [www.newstex.com](http://www.newstex.com)

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