



## **Newstex Launches Blogs On Demand**

*Instant access to full-text blog feed for content distributors and enterprise customers*

NEW YORK, November 16, 2005 – Newstex, the *Content On Demand*<sup>™</sup> company, today announced its new *Blogs On Demand*<sup>™</sup> product, which makes available full-text blog content from premier Weblogs for content distributors and enterprise customers. 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 is the top choice for quality, hand-selected, full-text blogs. Newstex delivers full-text real-time posts from blogs in a wide variety of subjects, including Seth Godin's Blog, Blogcritics.org, "The Conspiracy to Keep You Poor and Stupid" by Donald Luskin, Institutional Economics, Gallery Hopper, Gapers Block, and Medpundit. Newstex also announced today that it will distribute blog content from Open Source Media, a new media venture designed to bring together thoughtful bloggers and traditional journalists into a single open community that will provide discourse, commentary and content on a broad range of current topics. Open Source Media members and contributors include "Instapundit" Glenn Reynolds, one of the world's most-read bloggers; CNBC's Larry Kudlow, blogger and host of "Kudlow & Company"; Michael Barone, blogger and senior writer, U.S. News & World Report; David Corn, blogger, columnist and Washington, D.C. editor for The Nation; and Claudia Rosett, a prize-winning journalist and blogger central to breaking the United Nations' "Oil for Food" controversy.

"Blog content is mainstream and a valuable form of real-time, full-text news," said Larry Schwartz, Newstex President. "Information and IT professionals are increasingly faced with identifying and delivering quality blogs together with premium content sources to professionals working in enterprises. By extending the Newstex *Content On Demand*<sup>™</sup> publishing model to include influential blogs, we're making it simple for blogs to be delivered to the enterprise in the format with which people are already familiar."

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 PeopleTicking<sup>™</sup> -- 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) or email [info@newstex.com](mailto:info@newstex.com)

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