



Newstex to Distribute VNU Business Media Publications Via Content On Demand

Full-text premium news with PeopleTicking delivered instantly

GUILFORD, CT -- April 6, 2006 – Newstex, the Content On Demand™ company, announced today that it will distribute publications from VNU Business Media, one of world's leading media and information companies, to customers worldwide. Newstex Content On Demand customers will receive content from VNU Business Media's 45 business and entertainment publications. Customers will benefit through value-added tagging of VNU content to identify key company names and tickers, notable executives and government officials, as well as categorization of each story across multiple topics using the high-precision, relevance-based Newstex NewsRouter™ processing engine.

VNU Business Media provides Newstex customers with electronic versions of stories from publications in the VNU Business Media portfolio including leading titles *Adweek*, *Architecture*, *Back Stage*, *Billboard*, *Brandweek*, *Convenience Store News*, *Display & Design Ideas*, *Editor & Publisher*, *Progressive Grocer*, *The Hollywood Reporter*, and many more.

“The delivery of VNU's timely news, analysis, and commentary through Newstex Content On Demand means our valuable content reaches more professionals through the electronic services they prefer,” said Mike Marchesano, CEO of VNU Business Media. “We're excited to partner with Newstex because the value added capabilities make VNU content more accessible and even more valuable.”

“VNU publications excel at providing key business decision makers with access to accurate, timely and in-depth information and data,” said Larry Schwartz, Newstex's President. “Through value-added distribution of its leading trade publications via Newstex *Content On Demand*, we're partnering with VNU to provide professionals with essential information across a wide range of industries and disciplines in the online form they prefer, ready to be integrated into a wide variety of applications.”

As with tens of thousands of other news stories and blog posts flowing through its system daily, Newstex uses its proprietary NewsRouter technology to scan each news story from VNU publications in real-time. This process automatically tags each story with key company names and tickers, notable executives and government officials, as well as categorizes each story across multiple topics using a high-precision, relevance-based processing engine. Newstex's downstream redistributors and enterprise users that subscribe to newsfeeds via Content On Demand then employ this rich store of value-added data to instantly process their inbound content.



About VNU Business Media

VNU is a global information and media company with leading market positions and recognized brands in marketing information (ACNielsen), media measurement and information (Nielsen Media Research) and business information (Adweek, Billboard, The Hollywood Reporter, Computing, Intermediar).

VNU is active in more than 100 countries, with headquarters in Haarlem, the Netherlands and New York, USA. The company employs nearly 41,000 people. Total revenues were EUR 3.5 billion in 2005. VNU is listed on the Euronext Amsterdam (ASE: VNU) stock exchange. For more information, please visit the VNU web site at www.vnu.com.

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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 or email info@newstex.com

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