



## **Newstex to Distribute Japan's Daily Yomiuri Via Content On Demand**

*Premier full-text English-language news delivered instantly*

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 that it will deliver premium English-language news from Japan's *Daily Yomiuri* to customers worldwide.

Newstex *Content On Demand* customers will receive business, political, and cultural news produced by the editors and reporters of *The Daily Yomiuri*, one of Japan's leading English-language newspapers, which is published by *The Yomiuri Shimbun*, which has the largest circulation of any newspaper in Japan. Customers receiving *The Daily Yomiuri* from Newstex will benefit through value-added tagging of each story 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<sup>™</sup> processing engine.

“The delivery of *The Daily Yomiuri* through Newstex *Content On Demand* means our valuable insights and news coverage of Japan will reach more professionals through the electronic services they use at work,” said Shigeyuki Okada, Managing Editor of *The Daily Yomiuri*. “Newstex is a good partner for us not only because our content will reach more people, but also because the value added capabilities Newstex adds to stories will make content from *The Daily Yomiuri* more useful to people outside Japan.”

“As we expand our *Content On Demand* offering, clients have specifically requested high-quality news from Japan and information on the Japan markets,” said Larry Schwartz, Newstex's President. “It is exciting that we've added content in English from Japan's most popular newspaper company. Now our customers will have access to business, political, and cultural news from Japan 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 *The Daily Yomiuri* 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 The Daily Yomiuri and the Yomiuri Shimbun**

*The Daily Yomiuri*, a leading English-language newspaper in Japan, publishes translated stories from The Yomiuri Shimbun as well as original content. *The Yomiuri Shimbun* is Japan's largest and most influential daily with a morning edition of over 10 million and an evening edition circulation of 4 million. Its total daily circulation of 14 million is bigger than any newspaper in the world. You can read The Daily Yomiuri Online at <http://www.yomiuri.co.jp/dy/>

The Yomiuri also publishes a variety of weekly and monthly magazines. Other companies that are part of the Yomiuri Group include the Nippon Television Network and the Chuokoron Shinsha publishing company. The Tokyo Yomiuri Giants are Japan's most popular professional baseball team.

### **The Daily Yomiuri / U.S. Media Contact:**

Jacob Margolies  
Yomiuri Shimbun (New York Bureau)  
phone number: 212-582-5827

### **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)

### **Newstex / Media Contact:**

David M. Scott  
Freshspot Marketing for Newstex  
(617) 513-9548  
[david@freshspot.com](mailto:david@freshspot.com)