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Newstex Named to EContent 100 Digital Content Companies That Matter Most for Three Years Running

GULFORD, CT, December 17, 2008 - Newstex, the sole provider of premium, full-text blogs on demand and real-time news, has been named to the *EContent 100* list of the companies that matter most in the digital content industry by *EContent Magazine* for the third year in a row. The *EContent 100* is determined by a panel of judges, including *EContent Magazine* editors, Information Today, Inc. colleagues, and industry experts. The 2008 *EContent 100* list marks the eighth year that *EContent Magazine* has closely reviewed and rated companies which provide access to and distribution and management of digital content in order to recognize top contributors to the industry.

“The *EContent 100* judging team spent a month analyzing companies for inclusion in our list of companies that matter most in the digital content industry, and I was amazed by the number of organizations working hard to make the most of digital content,” said *EContent* editor Michelle Manafay. “The depth and breadth of the playing field demonstrates how all-pervasive digital content is and reinforces the need for organizations to leverage it in order to be successful in the future. Once again, Newstex emerged as an innovator in recognizing the value of social media.”

“Being named to the *EContent 100* list for three years in a row solidifies Newstex’ place in the online content industry,” said Larry Schwartz, Newstex President. “Newstex has been at the forefront of content on demand solutions since we opened our doors in 2004, and the new product and service offerings we’ve rolled out such as *Blogs On Demand*™ will truly push the business of content aggregation to the next level.”

The *EContent 100* list can be viewed online at www.econtentmag.com or in print in the December 2008 issue of *EContent Magazine*.

About Newstex

Newstex LLC (www.newstex.com) is the only premium, full-text blog content provider delivering aggregated commentary from thousands of blogs in a wide variety of topics. *Blogs on Demand*™ provides content from many of the Internet’s top blogs, including Engadget, Gizmodo, Gawker, b5media, Gothamist, Mashable, Blogcritics.org, Digital Journal, PrairiePundit, AMERICAblog, and more. Newstex delivers additional real-time content from thousands of branded online and offline news sources through its *Content On Demand*® product. By leveraging cloud computing and owning no physical assets, Newstex operates as a truly virtual company. Since the company’s inception in 2004, Newstex has been recognized for its innovation and contributions through numerous digital media and content awards and has been named to the *EContent 100* list of companies that matter most in the digital content industry for three years running. For more information, visit the Newstex site at www.newstex.com and the Newstex blog at <http://newstexblog.com>.



About *EContent Magazine*

EContent Magazine, a division of Information Today, Inc., is the premier publication for the digital content industry. *EContent* delivers essential research, reporting, news and analysis of content related issues to executives and professionals involved in content creation, management, acquisition, organization, and distribution in both commercial and enterprise environments. For more information, visit www.econtentmag.com.