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## **Newstex Named to EContent 100 Content Companies That Matter Most in 2011**

*Sixth Consecutive Year Newstex is Recognized as a Digital Content Industry Leader*

Chatham, NJ; December 14, 2011 - For the sixth consecutive year, Newstex has been named to the EContent 100 list of companies that matter most in the digital content industry as determined by a panel of judges, including Information Today, Inc. editors, *EContent* magazine contributing editors, and other experts in the digital content industry.

As a result of a new judging process, the eleventh annual EContent 100 list includes many companies that have never received this recognition before as well as a number of companies, like Newstex, that appear on the list year after year. EContent Editor Theresa Cramer explains, "As we focused less on enterprise content companies and more on the world of digital publishing and media, the judges had to re-imagine the list—and relearn the judging process. Newstex made it onto the EContent 100 list again in 2011 because it understands the challenges facing digital publishers, especially around monetizing content, and continues to provide products and tools that improve the way people access and consume content."

"Since Newstex debuted in 2004, we've focused on finding new ways to collect, enhance, and distribute quality content to people who need it," says Newstex President Larry Schwartz. "In 2011, Newstex expanded its mobile, video, Twitter, online magazine, and blog content syndication offerings, giving thousands of content publishers broader exposure for their hard work and giving end-users new ways to engage with that content." Schwartz explains, "Being named to the EContent 100 list for the sixth year in a row is an honor that validates the work we've been doing to get Authoritative Content in front of audiences who need it to do their jobs but might not find it otherwise."

The 2011 EContent 100 list of companies that matter most in the digital content industry includes a wide variety of companies that are driving the content industry forward. The complete 2011 EContent 100 list can be viewed online at [www.econtentmag.com](http://www.econtentmag.com) or in print in the December 2011 issue of EContent magazine.

### **About Newstex**

Newstex LLC ([www.newstex.com](http://www.newstex.com)) editorially selects **Authoritative Content** producers from offline and online sources (including thousands of top newspapers, publications, experts, professionals, government officials, companies, and more), enhances that content to make it easier to find relevant information, and delivers that content through respected content distributors and mobile applications to end-users in professional fields such as journalism, business, academia, law, government, and more. Newstex provides content from leading **news** organizations, top **blogs** (such as Engadget, Gizmodo, Gawker, DailyFinance, Foreign Policy Association Blogs Network, 24/7 Wall St., ProPublica, and The

Business Insider), respected **video** producers (such as PR Newswire’s MultiVu, Ground Report, Zacks Investment Research, Media Bytes with Shelly Palmer, Newsy.com, and Johnson & Johnson), and popular **Twitter** publishers.

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 six years running. For more information, visit the Newstex site at [www.newstex.com](http://www.newstex.com) and the Newstex blog at <http://newstex.com/newstexblog/>.

### **About EContent**

*EContent* is a leading authority on the businesses of digital publishing, media, and marketing, targeting executives and decision-makers in these fast-changing markets. By covering the latest tools, strategies, and thought-leaders in the digital content ecosystem, EContent magazine and EContentmag.com keep professionals ahead of the curve in order to maximize their investment in digital content strategies while building sustainable, profitable business models. [www.econtentmag.com](http://www.econtentmag.com)