



Newstex Named to EContent 100 List of Companies That Matter Most in the Digital Content Industry

GUILFORD, CT, November 15, 2007 – For the second year in a row, Newstex, www.newstex.com the *Content On Demand*[™] company, was named to *EContent Magazine's* EContent 100 list of companies that matter most in the digital content industry. The EContent 100 is compiled by the *EContent Magazine* editorial staff, its valued contributing editors, and colleagues from Information Today, Inc. The list recognizes the digital content industry leaders and innovators that create and deliver valuable offerings for organizations around the world to access, manage and distribute consumer content.

“The EContent 100 list represents the best and the brightest digital content companies,” said Michelle Manafy, editor for *EContent*. “This year, we focused on companies participating in an industry where the lines between professional and consumer are blurring and the iterative process of Web 2.0. Smart companies like Newstex that successfully navigate the new environment demonstrate the potential of this burgeoning space.”

“It is a honor to be included in the EContent 100 for the second year in a row,” said Larry Schwartz, Newstex President. “In just one short year, we’ve seen tremendous growth in demand for blog content in the enterprise. As Newstex *Blogs On Demand*[™] becomes the go-to service for enterprise customers and content distributors, we see our recognition by *EContent Magazine* as a call to action to add even more valuable content to our offerings.”

The EContent 100 list is available in the December print issue of *EContent Magazine* as well as online at www.econtentmag.com

About Newstex

Newstex offers *Content On Demand*[®] and *Blogs 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, indexes stories using *PeopleTicking*[®] and topical categories, and instantly delivers the result via easy-to-integrate XML or RSS newsfeeds. In the past 12 months, Newstex won Codie Awards from the Software and Information Industry Association for best blog aggregation service and content newcomer of the year, was selected for the *EContent* 100 list of companies that matter most in the digital content industry, and was voted top new IT enterprise in *Information Today's* People's Choice Awards. For more information, please visit the Newstex site www.newstex.com and the Newstex blog <http://newstexblog.com/>



About *EContent Magazine*

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