



Newstex to Distribute AFX News Via Content On Demand

Full-text premium news with PeopleTickering delivered instantly

GUILFORD, CT -- March 7, 2006 – Newstex, the *Content On Demand*[™] company, today announced a new strategic relationship with AFX News Ltd., the leading European financial news agency. The agreement calls for Newstex to deliver premium financial news content from AFX News to Newstex customers. Newstex provides tailored, real-time newsfeeds from branded newswires, newspapers, magazines, financial and business sources, blogs, and official government feeds.

AFX News is a real-time financial newswire focused on the needs of financial professionals and private investors. AFX covers the global equities, foreign exchange and fixed income markets with instantaneous news and analysis of breaking stories and market trends. In addition to its own reporters in an extensive network of bureaux in the world's major financial centres, AFX also draws on the resources of its various global partner agencies and its parent company, the leading global news service Agence France-Presse (AFP). Newstex will be offering four AFX news services:

- AFX International ProFeed, the comprehensive, real-time financial news service designed for the needs of the professional investor in the global marketplace.
- AFX Equitynext ProFeed, a real-time financial news covering all major company and market developments in the Euronext(TM) alliance of the Paris, Amsterdam, Brussels and Lisbon stock exchanges.
- AFX UK ProFeed, a premium service providing essential real-time financial news from the UK and the world to the professional investor and banking community. It is the only real-time newswire that covers the entire UK listed sector.
- AFX Asia ProFeed, a real-time financial news service focused on the delivery of real-time Asian and international market intelligence to professional investors.

As with thousands of other news stories and blog posts flowing through its system daily, Newstex uses its proprietary NewsRouter[™] technology to scan each AFX News story 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 AFX News via *Content On Demand* then employ this rich store of value-added data to instantly process their inbound content.

“The partnership with Newstex will allow AFX to address customer segments, which we haven't reached yet. These customers have very specific needs in terms of content and Newstex has the technology to make powerful searching and analysis easy,” said Stefan Ploghaus, Managing Director of AFX News.



“AFX News is known world-wide as a critically important source of quality news,” said Larry Schwartz, Newstex’s President. “Now Newstex customers will enjoy AFX News combined with other premium sources via Newstex *Content On Demand*. In today’s real-time environment news from around the world is essential to staying current. Our customers will benefit from the global outlook on business and finance provided by AFX News.”

About AFX News Ltd.

AFX News Ltd is one of the world's leading financial news agencies. AFX provides real time, independent and trusted international economic news coverage to professional and private investor communities in English, French, German, Italian, Spanish and Dutch. AFX’s news services cover the world with a special focus on European coverage.

AFX's tailor-made news services serve a broad client spectrum, from professional traders, trading floors, corporate financiers, analysts and economists, private bankers, financial advisors to the retail investor. The global AFX News network operates 13 AFX News bureaux including the London headquarters and draws on the talents of over 3.000 journalists working for AFX News and our partner news agencies like AFP, ANP, APA, dpa, Euro2day, MarketWatch, sda-ATS, XFN, its subsidiaries dpa-AFX, ANP-AFX and AWP and many others.

AFX News services are available directly from AFX and over all common open news platforms. AFX’s services reach clients worldwide via Internet IP broadcast, satellite and terrestrial links.

AFX News Ltd is a wholly owned subsidiary of one of the worlds leading news agencies, Agence France-Presse (AFP).

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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