



## **Newstex Names Marcia Taylor Director of Sales and Business Development**

*Information industry veteran to drive revenue and market share  
as Newstex continues rapid growth*

GUILFORD, CT, September 5, 2007 – Newstex ([www.newstex.com](http://www.newstex.com)), the *Content On Demand*® company, today announced that Marcia Taylor has joined the company as Director of Sales and Business Development. Ms. Taylor assumes immediate responsibility for the continued rapid growth of Newstex *Content On Demand*® and *Blogs On Demand*™. She manages relationships with existing and potential Newstex customers at enterprise customers, financial firms, information companies, and data aggregators.

“Marcia has a strong background in the news business,” said Larry Schwartz, Newstex President. “Her deep understanding of how information is used by data aggregators and downstream enterprise customers is highly valuable to our customers, and will lead to new opportunities for Newstex.”

Marcia Taylor joins Newstex after a 13-year career at Business Wire, the global market leader in commercial news distribution, where she negotiated licensing agreements with a wide range of customers. At Business Wire Ms. Taylor managed relationships with local, trade and large online media outlets and portals that included company content in their products and services. In her early career, she was active in on-air broadcasting, writing for a recording industry publication, and record company experience on Nashville’s famed Music Row.

“Newstex makes it simple for premium news and blogs to be delivered to enterprises in the format with which people are already familiar, said Taylor. “I’m excited to be a part of such an innovative company and to lead customer acquisition and revenue growth at enterprise customers, financial firms and information companies.”

### **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](http://www.newstex.com) and the Newstex blog <http://newstexblog.com/>