



## **Newstex Adds 164 Business Blogs From b5media to Newstex Blogs on Demand**

*Full-text blog feeds from b5media delivering current news and commentary on a wide variety of topics available to Newstex customers*

GUILFORD, CT, January 23, 2007 – Newstex, [www.newstex.com](http://www.newstex.com) the *Content On Demand*™ company, today announced a major addition to the *Blogs On Demand*™ product with the addition of 164 blogs from b5media Inc., [www.b5media.com](http://www.b5media.com), a global new media network delivering blogs on a wide variety of subjects ranging from entertainment and news to technology and sports. Newstex *Blogs On Demand* customers will enjoy content written by passionate people from around the world, who are part of the b5media network visited by more than 2.5 million unique visitors a month.

Newstex *Blogs On Demand* offers blog networks and individual bloggers a syndication business model, which enhances the exposure and makes blogs easy to use for employees working in companies, financial firms and government agencies. Newstex licenses influential blog content directly from bloggers and blog networks including b5media for *Blogs On Demand* and delivers the full-text blog content to information distributors and enterprise customers worldwide.

“We’re excited about working with Newstex because we believe content syndication is an exciting opportunity for us,” said Jeremy Wright, b5media’s chief executive officer. “The ability to make our blogs and all of the high-quality content our writers produce each day available to Newstex customers instantly adds millions of potential readers of our blogs, which benefits our bloggers and Newstex customers alike.”

The blogs within the b5media network are written by people who are passionate and experienced in their selected topics. b5media currently operates 14 different channels such as Beauty & Style, Entertainment, Science & Health, and Technology.

“Aligning ourselves with the vast and important b5media global blog network provides Newstex with a stable of content that significantly increases coverage choices for our clients,” said Aura Sujaritchan Novembre, Publisher Relations Manager for Newstex LLC. “Syndication with Newstex is an important business component for blog networks looking for additional reach into corporate audiences and previously untapped revenue streams.”

Unlike existing Web-based blog aggregation services, Newstex actually licenses influential blog content directly from bloggers and blog networks such as b5media. Newstex then takes each carefully selected blog feed in text format and uses its



proprietary NewsRouter technology to scan it in real-time. Each blog post delivered as part of Newstex *Blogs On Demand* is treated as a news story. Blog content is easily integrated into the applications that people use everyday, including content aggregator services, financial trading environments and customer relationship management systems.

#### **About b5media**

Toronto-based b5media is a global new media network featuring more than 165 blogs on a wide variety of subjects ranging from entertainment and news to technology and sports. With content written by people around world and more than 2.5 million unique visitors a month, b5media is among the world's largest online new media networks. For more information, please visit [www.b5media.com](http://www.b5media.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 PeopleTickering and topical categories, and instantly delivers the result via easy-to-integrate XML or RSS newsfeeds. Newstex was selected for the 2006 *EContent* 100 list of companies that matter most in the digital content industry and Newstex was voted top new IT enterprise in *Information Today's* 2006 People's Choice Awards. For more information, please visit the Newstex site [www.newstex.com](http://www.newstex.com) and the Newstex blog <http://newstex.typepad.com/>

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