

EBSCOhost Databases Deliver News and Full-Text Blog Content with Historical Archive from Newstex to Customers Worldwide

Unique distribution agreement makes blog content available to academic libraries for the first time

IPSWICH, MA, and GUILFORD, CT, March 20, 2006 –EBSCO Publishing (EBSCO), the world’s premier database aggregator, and Newstex, the *Content On Demand*[™] company, today announced an alliance to deliver Newstex *Content On Demand*[™] and Newstex *Blogs On Demand*[™] via nearly 100 EBSCO databases to customers worldwide. As part of the distribution agreement, full-text blog content from premier Weblogs with historical archives in a wide variety of categories including art, career, economics, environment, finance, food, health, law, marketing, medical, technology, and many more will be made available in online aggregated databases for the first time.

Unlike existing Web-based blog aggregation services, Newstex actually licenses influential blog content directly from independent bloggers and then takes in each carefully selected blog feed in text format and uses its proprietary NewsRouter technology to scan it in real-time. The resulting blog feeds, news feeds, and historical archives are delivered to EBSCO for distribution to customers in applicable databases.

“Blog content is becoming more prominent in all facets of research,” said Dave Mangione, vice president of product management and content licensing for EBSCO Publishing. “With Newstex as our partner, the value of such content is significantly increased due to the high quality control standards Newstex follows in their effort to gather and disseminate blog content. We are pleased to add full-text blog content from Newstex to help meet the increasing customer demand in this area.”

Larry Schwartz, Newstex president, added, “Blog content is growing in importance for every discipline and in every industry. But the challenge is to deliver blog content with comprehensive history to customers in the applications that they rely on every day. Now, EBSCO Publishing customers will enjoy commentary on a wide variety of topics from influential bloggers as part of their existing services.”

Newstex automatically tags each blog post with company names, stock tickers, key executives and government officials, and detailed topical categories. Each news story and blog post delivered as part of Newstex *Blogs On Demand* will include Newstex’s proprietary *PeopleTicking*[™]—a system that synthesizes metadata from numerous premium sources and quality blogs to create a database of people who make the news.



About EBSCO

EBSCO Publishing is the world's premier database aggregator, offering a suite of more than 200 full-text and secondary research databases. Through a library of tens of thousands of full-text journals, magazines, books, monographs, reports and various other publication types from renowned publishers, EBSCO serves the content needs of all researchers (Academic, Medical, K-12, Public Library, Corporate, Government, etc.). The company's product lines include proprietary databases such as *Academic Search*[™], *Business Source*[®], *CINAHL*[®], *DynaMed*[™], *Literary Reference Center*[™], *MasterFILE*[™], *NoveList*[®], *SocINDEX*[™] and *SPORTDiscus*[™] as well as dozens of leading licensed databases such as *ATLA Religion Database*[™], *EconLit*, *MEDLINE*[®], *MLA International Bibliography*, *PsycARTICLES*[®] and *PsycINFO*[®]. Databases are powered by *EBSCOhost*[®], the most-used for-fee electronic resource in libraries around the world. For more information, visit the EBSCO Publishing Web site at: www.ebscohost.com, or contact: information@ebscohost.com. EBSCO Publishing is a division of EBSCO Industries Inc., one of the largest privately held companies in the United States.

EBSCO / Media Contact

Kathleen McEvoy
Media Communications Coordinator
(800) 653-2726 ext. 594
kmcevoy@ebscohost.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 and the Newstex blog <http://newstexblog.com/>

Newstex / Media Contact:

David M. Scott
Freshspot Marketing for Newstex
(617) 513-9548
david@freshspot.com