



Newstex Adds 59 Business Blogs From Know More Media

Full-text blog feeds delivering immediate and current business news and commentary now available through Newstex Blogs on Demand

GUILFORD, CT, January 10, 2007 – Newstex, www.newstex.com the *Content On Demand*™ company, today announced significant new additions to the *Blogs On Demand*™ product from Know More Media, www.knowmoremedia.com an influential publisher of business information and news and one of the world's leading business blog networks. Newstex *Blogs On Demand* customers will now have access to 59 business blogs from Know More Media, delivering immediate and current business news, analysis and information covering a variety of business topics and industries.

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 for *Blogs On Demand* and delivers the full-text blog content to information distributors and enterprise customers worldwide.

“The business content from Know More Media is a revolutionary departure from traditional business publishing and Newstex is a revolutionary syndication network,” said Tim Stay, CIO of Know More Media. “Now, by distributing through Newstex *Blogs On Demand*, our expert authors will enjoy much more exposure for their valuable and relevant business news and commentary, expanding our already loyal and engaged readership. We are thrilled to have our business content syndicated by such a prestigious news channel as Newstex.”

Know More Media's blogs are written by business experts who are seasoned practitioners in their respective business topics. The blogs offer business intelligence, news, analysis, and opinion on such topics as marketing (MarketingBlurb.com), management (ManagersRealm.com), business electronic devices (BizToolbelt.com), advertising (AdHurl.com), customer service (CustomersAreAlways.com), and business travel (RoadGladiator.com).

“We’re committed to providing our clients with the most valuable content in all the topics that are relevant to their business,” said Aura Sujaritchan Novembre, Publisher Relations Manager for Newstex LLC. “Know More Media’s innovative collection of business information and news content makes a wonderful match for what our business clients have asked for. By syndicating with Newstex, Know More Media’s network of blogs gains increased exposure and adds an alternate revenue stream that doesn’t compete with their direct advertising model.”



Unlike existing Web-based blog aggregation services, Newstex actually licenses influential blog content directly from bloggers and blog networks such as Know More Media. Newstex then takes in 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 Know More Media, Inc.

Know More Media is a rapidly growing online publisher of business information and news, and is headquartered in Orange County, CA, with an office in Orem, UT. Led by a team of seasoned business executives with many years of online publishing and business management experience, Know More Media is a revolutionary departure from traditional business publishing. The Company contracts with expert writers from across the globe to supply valuable business-related blog content to the online world. Its authors are typically practicing authorities in their fields, who provide their business advice and knowledge to business readers through a blog. Readers are encouraged to participate through comments and continuous feedback, thereby not only learning, but sharing their valued experience to an ever-expanding community of business expertise. For more information, please visit www.KnowMoreMedia.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://newstex.typepad.com/>

Know More Media / Media Contact

Dan Smith
VP Publishing
dan@knowmoremedia.com
714-256-1410

Newstex / Media Contact

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