



Newstex Named to EContent 100 List of Companies That Matter Most in the Digital Content Industry

GUILFORD, CT, November 15, 2006 – Newstex, www.newstex.com the *Content On Demand*[™] company, was named to *EContent Magazine's* 2006 EContent 100 list of companies that matter most in the digital content industry. The EContent 100 is compiled by the *EContent Magazine* editorial staff, its valued contributing editors, and colleagues from Information Today, Inc. The list recognizes the digital content industry leaders and innovators that create and deliver valuable offerings for organizations around the world to access, manage and distribute consumer content.

“The annual EContent 100 list is a useful tool for companies, business leaders and content professionals looking to navigate the content landscape and to better manage and control their digital content,” said Michelle Manafy, editor for *EContent*. “We are pleased to make this list available each year, as the solutions provided by Newstex and the other selected companies enable organizations to improve their business processes and remain innovative in their respective fields.”

“It is a wonderful honor to be included in the EContent 100,” said Larry Schwartz, Newstex President. “This recognition by *EContent Magazine* serves to validate our efforts to create valuable services for the millions of users of our *Content On Demand* and *Blogs On Demand*[™] products. To be included in the prestigious list, along with other innovative companies like Google, Microsoft, Reed Elsevier, and Reuters, validates that our efforts are paying off.”

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, indexes stories using PeopleTickering 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 NewsRouterTM 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 On 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

About *EContent Magazine*

EContent Magazine, the premier publication for the digital content industry, is a division of Information Today, Inc. The magazine is dedicated to content, one of the most essential commodities any business has to offer. The digital era has created an exponentially increasing need to manage, store and deliver that content in ways that are efficient, effective and affordable. EContent's mission is to clearly identify and explain emerging digital content trends, strategies and resources that will help readers navigate the content maze. EContent delivers essential research, reporting, news and analysis of content related issues. For additional information, access www.econtentmag.com.