



**For Immediate Release  
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**NEWSTEX JOINS VOXANT'S VIRAL SYNDICATION NETWORK TO  
DISTRIBUTE FULL-TEXT NEWSWIRE AND BLOG FEED CONTENT**

*Newstex Content On Demand and Newstex Blogs On Demand Available to Customers  
of Voxant's TheNewsRoom*

**Reston, Va. – December 5, 2006** – Newstex, the *Content On Demand*<sup>™</sup> company, has joined Voxant's Viral Syndication Network<sup>™</sup> to boost the online reach of its award-winning *Newstex Content On Demand*<sup>™</sup> and *Newstex Blogs On Demand*<sup>™</sup> content feeds, Voxant announced today.

The agreement calls for Newstex to provide *Newstex Content On Demand* – tailored, real-time news and commentary from thousands of branded newswires, newspapers, magazines, financial and business sources and official government feeds – as well as *Newstex Blogs On Demand*, full-text blog content from premier blogs in a wide variety of categories. Newstex content will be available to members of Voxant's Viral Syndication Network through TheNewsRoom.

“Our news providers and bloggers want their content to be found and be read,” Newstex President Larry Schwartz said. “Delivering our Newstex Newsfeeds through TheNewsRoom is an important component of our strategy to deliver our content through the information products that people rely upon every day. Our publisher partners benefit by the increased exposure and use.”

Voxant's Viral Syndication Network makes it easy for news publishers to distribute fully licensed video, print, audio and still photo content to thousands of Web sites and blogs. The content may be obtained from TheNewsRoom and redistributed to an infinite number of sites through viral mashing<sup>™</sup>, Voxant's unique process of embedding news content and advertising. Voxant's advertising-supported network is free to Web publishers and provides a new revenue stream to originating content providers and distributors. Voxant will provide ads for Newstex content, but many content providers supply their own advertising.

“We're excited to announce that Newstex is joining our network,” Voxant CEO Jeff Crigler said. “Newstex is an important strategic partner in our efforts to establish

TheNewsRoom as a premiere destination site for Web publishers and bloggers who need credible, fully licensed news content.”

Newstex uses its proprietary NewsRouter technology to scan each story and blog post in real-time. This process automatically tags each with key company names and tickers, notable executives and government officials, as well as categorizes each story across multiple topics using a high-precision, relevance-based processing engine.

For more information on Newstex, please visit [www.newstex.com](http://www.newstex.com)

### **About Voxant**

Voxant’s Viral Syndication Network™ for online news unlocks vast new markets for news organizations and advertisers around the world, helping them get their content found, played, and paid for on the millions of Web sites and blogs that comprise the ‘long tail’ of the Web. Voxant distributes and promotes news for leading companies such as Reuters, the Associated Press and the Canadian Broadcasting Corporation through a partner network that includes LexisNexis and Factiva, as well as a variety of Web publishers and bloggers. For more information about Voxant, please visit [www.voxant.com](http://www.voxant.com).

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