



## **Newstex Announces BlogAlerts™, a New Blog Delivery Product for Content Providers and Enterprise Customers**

*Newstex BlogAlerts™ is powered by search management technology from MuseGlobal*

SAN FRANCISCO, CA, April 16, 2007 – At the Software & Information Industry Association (SIIA) Content Forum that begins here today, Newstex, the *Content On Demand*® company, announced BlogAlerts™, a new product that delivers blog content to information providers and enterprise customers in a new way that truly adds value without overwhelming users.

The new BlogAlerts product complements the existing Newstex *Blogs On Demand*™, the full-text blog service through which Newstex currently delivers blog content to millions of people. BlogAlerts solves the difficult problem for professionals in enterprises of filtering desired blog content from the tens of millions of individual blogs commenting on literally every subject imaginable. Newstex BlogAlerts is powered by technology from MuseGlobal, a global provider of comprehensive search management systems.

“In just the past year, blog content has become a mainstream tool for millions of enterprise professionals,” said Larry Schwartz, Newstex’s president. “We already deliver over a thousand of the most requested blogs covering a wide variety of topics via our Newstex *Blogs On Demand*™ full-text product. Now, working with MuseGlobal allows us to deliver precisely-tailored blog content from millions of additional blogs, but in a way that truly adds value without overwhelming users.”

“We’ve learned from working with many different organizations that blog search is one of the most difficult forms of information discovery there is,” said Kate Noerr, Chief Executive Officer of MuseGlobal. “Each individual voice in the blogosphere delivers commentary with unique word choice and individual tags and metadata (or no tags or metadata at all). Businesses and consumers know that blogs are where news is made – but traditional search doesn’t work well. Newstex BlogAlerts™ is powered by MuseGlobal search technology, and when combined with the Newstex NewsRouter® system, provides the search intelligence that businesses and consumers need to expose blog content of the highest relevance.”

The Newstex BlogAlerts™ product is unique in the search world and involves two steps. 1) Enterprise customers specify topics of interest, from which Newstex in turn generates personalized alerts drawn from the content of millions of scanned blogs. 2) The resulting blog content matches are further refined by the Newstex NewsRouter® system, which in real-time automatically tags each blog post with key company names, stock tickers, notable executives and government officials, as well as categorizes each post by topics using a high-precision, relevance-based processing engine. Newstex then delivers the



resulting feed of refined blog content in easy-to-integrate NewsML format to downstream redistributors and enterprise customers for use in their respective content offerings.

#### **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://newstexblog.com/>

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#### **About MuseGlobal, Inc.**

MuseGlobal sets the standard for search management technology. Our search integration and management systems enable institutions worldwide to build outstanding search products and services, unifying the widest range of content sources into high performance and reliable custom search solutions. We support multiple platforms and offer a wide range of interoperability options, as well as robust developer and customer toolkits that ease customization, implementation, maintenance and administration. MuseGlobal works closely with today's most sophisticated publishers, technology companies and enterprises to build effective custom search solutions for their users. For more information, please visit <http://www.museglobal.com/>

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