



**Newstex to Showcase Blogs On Demand™
as Platinum Sponsor of Blog Business Summit '07**

GUILFORD, CT, July 19, 2007 – Newstex (www.newstex.com), the *Content On Demand*® company, today announced that it will be showcasing its *Blogs On Demand*™ product as a Platinum Sponsor of the Blog Business Summit '07 to be held in Chicago on September 17 -19, 2007. Newstex *Blogs On Demand* offers blog networks and individual bloggers a syndication business model that enhances exposure. For the content distributors and enterprise customers that supply blog content to millions of users via *Blogs On Demand*, it becomes simple for employees working in companies, financial firms and government agencies to access full-text blog content from premier blogs.

Blog Business Summit '07 is a conference that covers the intersection between business and emerging online communications technologies such as blogs and online social networks. Featured speakers include Robert Scoble (Podtech.net), Padmasree Warrior (CTO Motorola), and Matt Mullenweg (Founder Wordpress). The conference provides attendees with a practical understanding of how key technological and cultural developments are impacting businesses and customers. Attendees will leave the conference with practical, actionable information that they can put to immediate good use.

“Blogs are business mainstream,” said Larry Schwartz, Newstex President. “Professionals in every industry need to know what’s being said on influential blogs, and there is money to be made by the many players in the blog distribution channel from creation to consumption. That’s why we’re excited to be a major sponsor of the Blog Business Summit and to showcase *Blogs On Demand* to attendees, analysts, and the media.”

Unlike existing Web-based blog aggregation services, Newstex actually licenses influential blog content directly from bloggers and then scans each feed in real-time using its proprietary NewsRouter technology. 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.

For more information on Blog Business Summit, please visit <http://www.blogbusinesssummit.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. In the past 12 months, Newstex won Codie Awards from the Software and Information Industry Association for best blog aggregation service and content newcomer of the year, was selected for the *EContent* 100 list of companies that matter most in the digital content industry, and was voted top new IT enterprise in *Information Today's* People's Choice Awards. For more information, please visit the Newstex site www.newstex.com and the Newstex blog <http://newstexblog.com/>