



## **Newstex Named Content Newcomer of the Year at SIIA Codie Awards**

*Presented by the Software & Information Industry Association, the Codie Awards celebrate achievement and vision*

SAN FRANCISCO, April 18, 2007 – At the Software & Information Industry Association's (SIIA) Annual Codie Awards Gala held yesterday evening in San Francisco, Newstex [www.newstex.com](http://www.newstex.com) -- the *Content On Demand*<sup>™</sup> company -- was named Content Newcomer of the Year. Presented by the Software & Information Industry Association (SIIA), the Codie Awards celebrate achievement and vision in software, education technology and digital content. In the corporate category, Newstex was named Content Newcomer of the Year, the prestigious award recognizing a new information company whose product or service has the potential for significant impact on information aggregation, functional use or distribution in any category, either through technological advancement or new business models.

“We are delighted to have won the Codie Award for Content Newcomer of the Year, especially since our peers in the SIIA choose the winners,” said Larry Schwartz, Newstex President. “The SIIA recognizes the importance that organizations and content aggregators face in identifying and delivering full-text premium news and blog commentary to professionals working in enterprises. Through our *Content On Demand* and *Blogs On Demand* offerings, we're making it simple for premium news and blogs to be delivered to enterprises in the format with which people are already familiar.”

Together with LexisNexis, a leading provider of information and services solutions, Newstex, also won a Codie Award for Best Blog Aggregation Service. Newstex *Blogs On Demand*<sup>™</sup> provides full-text blog content from thousands of premier Weblogs. Unlike Web-based blog aggregation services, Newstex hand-selects and licenses influential blogs and distributes the feed through the LexisNexis services.

For 22 years, SIIA Codie Awards have remained the leading honor for the software and information industry's finest products and services. Each year, Codie Awards judges work to identify the "best-of-the-best" from hundreds of nominees. A complete list of winners can be found at <http://www.sii.net/codies/2007/winners.asp>

### **About Newstex**

Newstex<sup>®</sup> offers *Content On Demand*<sup>®</sup> and *Blogs On Demand*<sup>™</sup>, 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<sup>®</sup> and topical categories,



and instantly delivers the result via easy-to-integrate XML or RSS newsfeeds. In the past 12 months, Newstex has been named SIIA Content Newcomer of the Year, shared a Codie Award for Best Blog Aggregation Service, 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](http://www.newstex.com) and the Newstex blog <http://newstexblog.com/>

**Newstex / Media Contact:**

David M. Scott

Freshspot Marketing for Newstex

(617) 513-9548

[david@freshspot.com](mailto:david@freshspot.com)