



Newstex Names Rick Smith Director of Client Services

Online information industry veteran to lead Content On Demand company's newsfeed delivery and integration programs

GUILFORD, CT, September 20, 2006 – Newstex, www.newstex.com the *Content On Demand*™ company, today announced that information industry executive Rick Smith has joined the company as Director of Client Services, a newly created role. In his new position, Smith is responsible for ensuring that Newstex customers are delighted with the *Content On Demand* and *Blogs On Demand*™ services they rely on every day. Smith will work closely with Michael Airhart, Director of Publisher Services for Newstex.

In his online marketing and information industry career, Smith has served in a wide variety of high profile roles for both startup companies and established organizations including Reuters, Multex, Market Guide, TD Waterhouse, and a venture that later became About.com.

“We’re thrilled that Rick has joined the Newstex team,” said Larry Schwartz, Newstex President. “With his deep knowledge of the information industry working to their advantage, our customers will benefit by having Rick as their advocate.”

“The innovative offerings within the *Content On Demand* family attracted me to Newstex,” said Smith. “I’m looking forward to working with customers to make information even more valuable.”

Smith was born and raised on a reservation in Montana and is a ‘great great grand nephew’ of Sitting Bull. He resides in Bozeman, Montana.

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, PeopleTickers 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 NewsRouter 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