

## **Newstex Launches Facebook Company Page Content Syndication** *Newstex Delivers Corporate Page Updates from the Leading Social Networking Site*

Chatham, NJ – January 24, 2011 – Newstex® has added a new form of authoritative digital content to its aggregation and syndication services. Now, companies with Facebook pages can syndicate the content published on those pages as a newsfeed to information providers and enterprise customers.

Facebook is the number one social networking Web site with over 500 million active users worldwide. Companies can create their own branded destinations on Facebook by creating a Facebook page where they can publish content and interact with audiences. Using its proprietary NewsRouter® technology, Newstex can aggregate content from those Facebook pages; enhance it; include it in existing digital content feeds from corporate and news sources, blogs, Twitter, and video; and deliver it to distributors and enterprises in real-time.

Newstex President Larry Schwartz explains, “For companies, syndicating Facebook page content enables them to position their brands and news in front of audiences that need it to do their jobs such as journalists, academics, government officials, and more. It’s one more communications tool that companies can use to generate publicity and build brands. And don’t forget. Those audiences are consumers, too, and Facebook page content syndication offers a valuable form of content marketing.”

Facebook pages deliver two-way conversations about companies as they happen, meaning Newstex enterprise customers get access to more of the breaking news that matters to consumers from a single aggregated source. “Facebook page content syndication is a perfect complement to the real-time blog and Twitter content syndication that is already part of Newstex Authoritative Content,” says Schwartz. “Content users who need quick and ongoing access to quality content from credible sources they can trust will find the new Facebook page content offered through Newstex to be a valuable part of their news and information gathering activities every day.”

### **About Newstex**

Newstex LLC ([www.newstex.com](http://www.newstex.com)) editorially selects **Authoritative Content** producers from offline and online sources (including thousands of top newspapers, publications, experts, professionals, government officials, companies, and more), enhances that content to make it easier to find relevant information, and delivers that content through respected content distributors and mobile applications to end-users in professional fields such as journalism, business, academia, law, government, and more. Newstex provides content from leading **news** organizations, top **blogs** (such as Engadget, Gizmodo, Gawker, Blogging Stocks, Mashable, 24/7 Wall St., PharmaGossip, The Volokh Conspiracy and The Business Insider), respected **video** producers (such as PR Newswire’s MultiVu, , Media Bytes with



Shelly Palmer, GRITtv, 3BL Media, and Johnson & Johnson), and popular **Twitter** publishers.

Since the company's inception in 2004, Newstex has been recognized for its innovation and contributions through numerous digital media and content awards and has been named to the EContent 100 list of companies that matter most in the digital content industry for five years running. For more information, visit the Newstex site at [www.newstex.com](http://www.newstex.com) and the Newstex blog at <http://newstex.com/newstexblog/>.