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## **Newstex Named to EContent 100 Content Companies That Matter Most in 2009**

### ***Fourth Consecutive Year Newstex is Recognized as a Digital Content Industry Leader***

Chatham, NJ; December 8, 2009 - Newstex has been named to the *EContent* 100 list of companies that matter most in the digital content industry for the fourth consecutive year. The ninth annual *EContent* 100 list was determined by a panel of judges, including *EContent Magazine* editors, Information Today, Inc. colleagues, and industry experts.

*EContent* Editor Michelle Manafy explains, "Newstex continues to provide a much-needed bridge between the masses of user generated content and professional information seekers. There is important information being produced outside office walls, but that can be of high value in the enterprise and Newstex helps organizations tap into that value." Being named to the 2009 *EContent* 100 alongside of well-known companies such as Apple and Amazon once again establishes Newstex as a digital content industry leader.

"In 2009, Newstex launched a new brand position as the source for Authoritative Content—the useful and meaningful content provided by trustworthy and credible professionals," says Newstex President Larry Schwartz. "As the lines between traditional and new media blur, Newstex is proactively offering solutions to help content end-users find Authoritative Content amidst the online clutter. The digital content industry is growing in new directions, and Newstex's brand strategy puts us ahead of the curve in terms of identifying and leveraging new digital content opportunities."

The *EContent* 100 list of companies that matter most in the digital content industry includes innovative organizations that made important strides toward meeting the needs of online content delivery and consumption in the future as well as companies that demonstrate continued leadership within the industry. "Newstex achieved both leadership and innovation in 2009," Schwartz states, "and we're proud to be recognized in the *EContent* 100 along with many other companies that are helping to carve the path for the future of digital content."

The complete 2009 *EContent* 100 list can be viewed online at [www.econtentmag.com](http://www.econtentmag.com) or in print in the December 2009 issue of *EContent Magazine*.

### **About Newstex**

Newstex LLC ([www.newstex.com](http://www.newstex.com)) provides Authoritative Content from thousands of top newspapers, publications, experts, professionals, government officials, and more. Newstex editorially selects Authoritative Content producers from offline and online sources, enhances that content to make it easier to find relevant information, and delivers that content through respected content distributors to end-users in professional fields such as journalism, business, academia, law, government, and more. Newstex delivers content

from leading news organizations such as McClatchy Tribune and the Associated Press; top blogs such as Engadget, Gizmodo, Gawker, Blogging Stocks, Mashable, 24/7 Wall St., China Real News, and DigitalJournal; video producers such as PR Newswire's MultiVu, WineLibrary.tv, Zacks Investment Research, SBTV.com, and Johnson & Johnson; and 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 four years running. For more information, visit the Newstex site at [www.newstex.com](http://www.newstex.com) and the Newstex blog at <http://newstexblog.com>.

### **About EContent**

*EContent* is dedicated to one of the most essential commodities any business has to offer--content. While the digital era has provided businesses with unprecedented access to content, it has also created an exponentially increasing need to manage, store, and deliver that content in ways that are efficient, effective, and affordable. Every industry—from publishing to pharmaceutical—needs to maximize its content resources. With this steady rise in digital content challenges, *EContent* magazine is there to help guide professionals with sound advice and breaking news. *EContent* is the most respected source for information about the digital content industry. The magazine has a mission to clearly identify and explain emerging digital content trends, strategies, and resources that will help readers navigate the content maze and find a clear path to profits and improved business processes. Essential reading for executives and professionals involved in content management, creation, acquisition, aggregation, and distribution in corporate and B2B environments, *EContent* provides the go-to resource for digital content business strategies. [www.econtentmag.com](http://www.econtentmag.com)