



Newstex Blogs On Demand Named Top New Technology in Information Today's 2007 People's Choice Awards

Wins a People's Choice Award for the second year in a row

GUILFORD, CT, January 29, 2008 – Newstex, www.newstex.com *Blogs On Demand*[™] was named as the Top New Technology in *Information Today's* 2007 People's Choice Awards. This honor follows the company's selection in 2006 as the Top New IT Enterprise.

“The results—whether repeat winners from last year or new entries this year—are a testimony in their own right to the top quality produced by these companies and individuals,” said Barbara Brynko Editor in chief of *Information Today*. “The industry users had a chance to give credit where credit is due.”

The *Information Today* 2007 People's Choice Awards are a platform for information professionals to recognize the top people, services, and products in the industry. The two-part voting process took place online at Information Today, Inc.'s Web site (www.infotoday.com). The voting, which was open to one and all, started with one round of nominations. *Information Today* editors tallied the top nominations in each category and created a final round for those contenders vying for first place. Then the final votes were counted; and the winners announced. Honorable Mentions in the Top New Technology category won by *Newstex Blogs On Demand* included Twitter and SimulScribe.

“Sometimes simply knowing what's going on isn't enough,” said Larry Schwartz, Newstex President. “It is an honor that those people who like to dig a bit deeper have selected Newstex Blogs On Demand for a People's Choice Award. To be in company of the other innovative companies that also won awards shows that our hard work is paying off.”

More information about the *Information Today* 2007 People's Choice Awards including the winners of the other categories can be found at http://www.infotoday.com/IT/dec07/Brynko_Babbitt.shtml

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 *PeopleTicking*[®] and topical categories, and instantly delivers the result via easy-to-integrate XML or RSS newsfeeds. In 2007 Newstex was selected for the *EContent* 100 list of companies that matter most in the digital content industry and *Blogs On Demand* was voted top New Technology 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/>