



Newstex Named Top New IT Enterprise in Information Today's 2006 People's Choice Awards

Also chosen for honorable mention as Top New Innovator and Top New Technology

GUILFORD, CT, October 11, 2006 – Newstex, www.newstex.com the *Content On Demand*[™] company was named as the Top New IT Enterprise in *Information Today's* 2006 People's Choice Awards. In addition, Newstex President Larry Schwartz was chosen for honorable mention as Top New Innovator and the company was cited for honorable mention as Top New Technology.

“Our audience had an opportunity to give credit where credit is due for the innovations and innovators making a dramatic impact on the industry,” said Barbara Brynko Editor in chief of *Information Today*. “Thanks to everyone who took the time to vote and turn the spotlight on the industry's best and for making our first awards program a rousing success.”

The *Information Today* 2006 People's Choice Awards are a platform for information professionals to recognize the top people, services, and products in the industry. The *Information Today* audience took the time to vote on the *Information Today* Web site (www.infotoday.com) for the innovations and innovators shaping the information technology industry today. All aspects of the awards were the people's choice. First, participants wrote in their nominations for the first round, and then the results were tabulated and the nominations were added to the ballot. The participants cast their votes among the list of nominations on the ballot for the final round of voting.

“This is a terrific honor for all of us at Newstex because the awards were chosen by our customers, partners, and peers,” said Larry Schwartz, Newstex President. “To be in company of the other innovative companies that also won awards shows that our hard work is paying off.”

“Though ITI sponsors other awards programs and though our editors are often involved in judging industrywide competitions, this is the first time the *Information Today* newspaper has conducted its own competition and the first time that ITI has put the judging in the hands of the users,” said Dick Kaser, Information Today, Inc.'s vice president of content. “Our People's Choice awards provide a great opportunity for customers to have a say in which products, services, and people are the best that our industry has to offer.”



Nomination for the 2007 People's Choice Awards will begin in the next few weeks. Check the upcoming issues of Information Today and the Information Today Web (www.infotoday.com) site for updates.

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