

Topix.net Local News Goes Mobile with Topix.net/ZIP

Topix.net Rolls Out First Nationwide Local News for Mobile Devices

PALO ALTO, CALIF -- July 20, 2006 -- Topix.net today announced the release of Topix.net/ZIP, the first and only service where users can access local news for the entire country through their handset. The Topix.net/ZIP service is the most comprehensive and fastest news service for mobile devices, delivering headlines, summaries and photos for every ZIP code in the US.

Topix.net/ZIP makes it easier than ever for people to find local news on their mobile device. By simply entering in www.topix.net/ZIP (where ZIP is their ZIP code -- ex. www.topix.net/94303 for Palo Alto, Ca news) on any device, users are immediately presented the local news for their ZIP code. Topix.net's news search services are also supported by the new service.

The mobile devices supported by Topix.net/ZIP service include BlackBerry, Palm Treo, PalmOS phones, Windows CE, AvantGo, SonyEricsson, Symbian, Nokia along with many others, as well as all standard web browsers. As with the Topix.net web site, each of the headlines, summaries and photos presented by Topix.net/ZIP are links to third party news sites where, when clicked, the full article is made available. The Topix.net/ZIP services includes links from the over 50,000 main stream news sources and blogs crawled by Topix.net.

"Putting local news in the palm of your hand, by supporting mobile devices, was a natural next step for us, and we saw no one else doing it", said Rich Skrenta, CEO of Topix.net. "No one else gives you the headlines and summaries optimized for your mobile phone, and we're excited to be launching the best news service for local devices that's out there right now".

With the addition of Topix.net/ZIP, Topix.net is bringing not one, but 360,000 new channels of news to the mobile user, providing a dramatically better way for user to access the news and information important to where they live and what they care about, as well as introducing mobile users to bloggers and mainstream news sources that they might not be aware of on their own.

About Topix.net

Founded in 2002 with the specific mission of providing users with the ability to quickly and easily find targeted news on the Internet, Topix.net is a news aggregator with unique technology to find and categorize news into 360,000 topics, from Autos to ZIP code level local news. Topix.net distributes content via partnerships with top tier web properties including AOL, Earthlink, Ask, My Yahoo, Infospace and thousands of others.